Communications toolkit for CTA signatories

Toolkit to help companies share they have signed the Call to Action

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Introduction

The opportunity to build a thriving, nature-positive and equitable world by 2030 is within our grasp. But only if the public and private sectors step up their collective efforts to secure both ambitious policies and decisive corporate action for nature.

By signing up to Business for Nature's call to action, you are adding your voice to a growing collective of companies asking for governments to create the right policy and regulatory environments for business to act for nature.

This toolkit gathers resources to promote your commitment to a nature-positive future, embolden policymakers, and inspire other companies to play their part in delivering the Biodiversity Plan.

Tagline and badge (for footers, presentations etc)

Nature is Everyone’s Business
We have signed up to Business for Nature's Call to Action to secure a nature-positive future for all by 2030.
Elevator pitch (for websites, newsletters)

Nature is in crisis, threatening our economies, societies and the climate. At COP15, 196 countries adopted an ambitious agreement to reset our relationship with nature, the Biodiversity Plan. Delivering the Plan’s mission to halt and reverse nature loss by 2030 now requires new levels of ambition and collaboration from all parts of society.

Business is central to this. All sectors depend on nature, and every business is threatened by biodiversity loss. This is why a growing number of businesses are taking action to reduce their impacts on nature, and asking governments to set the policies and regulations that will enable them to do so.

At [company name], we want to support the transition to a ‘nature-positive’ economy for all by 2030. We have signed up to Business for Nature’s Call to Action urging governments to adopt ambitious policies not to reverse nature loss in this decade. Join us and help speed up the pace of change for nature. Because nature is everyone’s business.

Social media posts

- Use this shorter link bit.ly/BfNCTA to the Call to Action page for social media posts
- Tag any people or organizations you would specifically like to engage with the post, to help amplify it further.

Suggested social media posts:

X:

- To secure a liveable future we need to halt and reverse #nature loss this decade we've signed up to @BfNCoalition's Call to Action urging governments to adopt ambitious nature policies: bit.ly/BfNCTA #NatureIsEveryonesBusiness #COP16 #PartOfThePlan
- Business has a key role to play in building a nature-positive future. We've signed up to @BfNCoalition's Call to Action to urge governments to enable decisive business
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[Your Company Name] alongside more than 1,400 companies with revenues of US$7 trillion are urging governments to adopt policies now to reverse nature loss this decade. Join the Call to Action #NatureIsEveryonesBusiness #COP16 #PartOfThePlan

Ahead of #COP16, businesses are calling on governments to adopt policies now to reverse nature loss in this decade. We’ve signed up to @BfNCoalition’s Call to Action. Will you? #NatureIsEveryonesBusiness #COP16 #PartOfThePlan

LinkedIn:

The #BiodiversityPlan adopted by 196 countries set a new course for the world to halt and reverse nature loss by 2030, and secure a #NaturePositive future for all.

Implementing the Plan requires new levels of ambition and collaboration from all parts of society, including business. A growing number of businesses are taking action to reduce their impacts and asking governments to set policies and regulations that will enable them to do so.

We have signed up to Business for Nature’s Call to Action urging governments to adopt ambitious policies to reverse nature loss in this decade.

With #COP16 moving the world from ambition to implementation, join us and over 1,400 other companies to pick up the pace #ForNature. Because #NatureIsEveryonesBusiness.

We can’t solve the climate emergency, or build resilience in our economies and societies, without #nature as our ally.

The world is waking up to the threats posed by nature loss, and the #BiodiversityPlan agreed provides a roadmap to a nature-positive future by 2030.

But this future will only be possible if the public and private sectors step up their collective efforts to halt and reverse nature loss in this decade.

By signing up to Business for Nature’s Call to Action, we have added our voice to a growing collective of companies asking for governments to create the policy and
regulatory environment companies need to transform their operations and value chains.

Join us and help the world move from ambition to action at #COP16 and beyond.
#NatureIsEveryonesBusiness #PartOfThePlan

Visual assets:
Click to download an editable quote card or social post image

“It is exciting to see so many businesses urging for bold government action to reform nature policies. Many businesses are stepping up and setting a credible nature strategy – a clear plan for how they will contribute towards a nature-positive economy by 2030. However, businesses can't achieve this alone; governments must create the right incentives to speed up corporate action to address nature loss.”

Eva Zabey
CEO, Business for Nature
SIGN UP TO THE CALL TO ACTION

Nature is Everyone's Business

And join businesses around the world calling for ambitious policies to secure a nature-positive future for all by 2030.

bit.ly/BfNCTA