



GoNaturePositive!

Framing the Nature-Positive Economy

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Defining the Nature-Positive Economy - Approach

A knowledge co-production process



MARCH 2024, DUBLIN

Multi-stakeholders Roundtables

(Approximately 70 people)

- What does a NPE mean for you?
- Who are key actors?
- Which are key sectors and scales?



MARCH 2024 - JULY 2025

Targeted literature review of policy, academic and grey literature

(Approximately 130 papers)



OCT 2024 - MAR 2025

Consultation

- Global public consultation (web-based): 750+ responses from over 50 countries.
- Stakeholder workshops (IUCN, CBD-COP16, UNFCCC-COP29).
- Internal GoNP! meetings to prioritise comments from consultation.
- Impact Board expert workshop.



JULY 2025

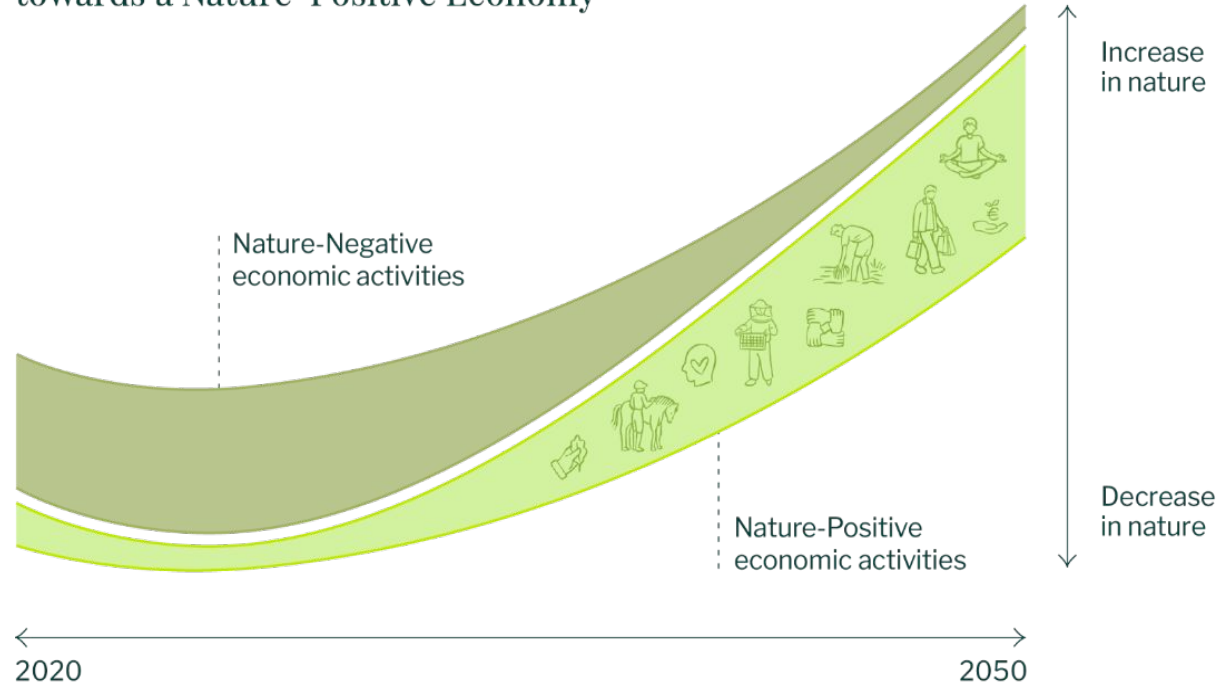
Final publication

What is a Nature-Positive Economy?

Key message 1

An economy is a Nature-Positive Economy when the net result of **all economic activities** combined leads to an absolute **increase in nature**, to the point of full recovery, and **prosperity for all of society**.

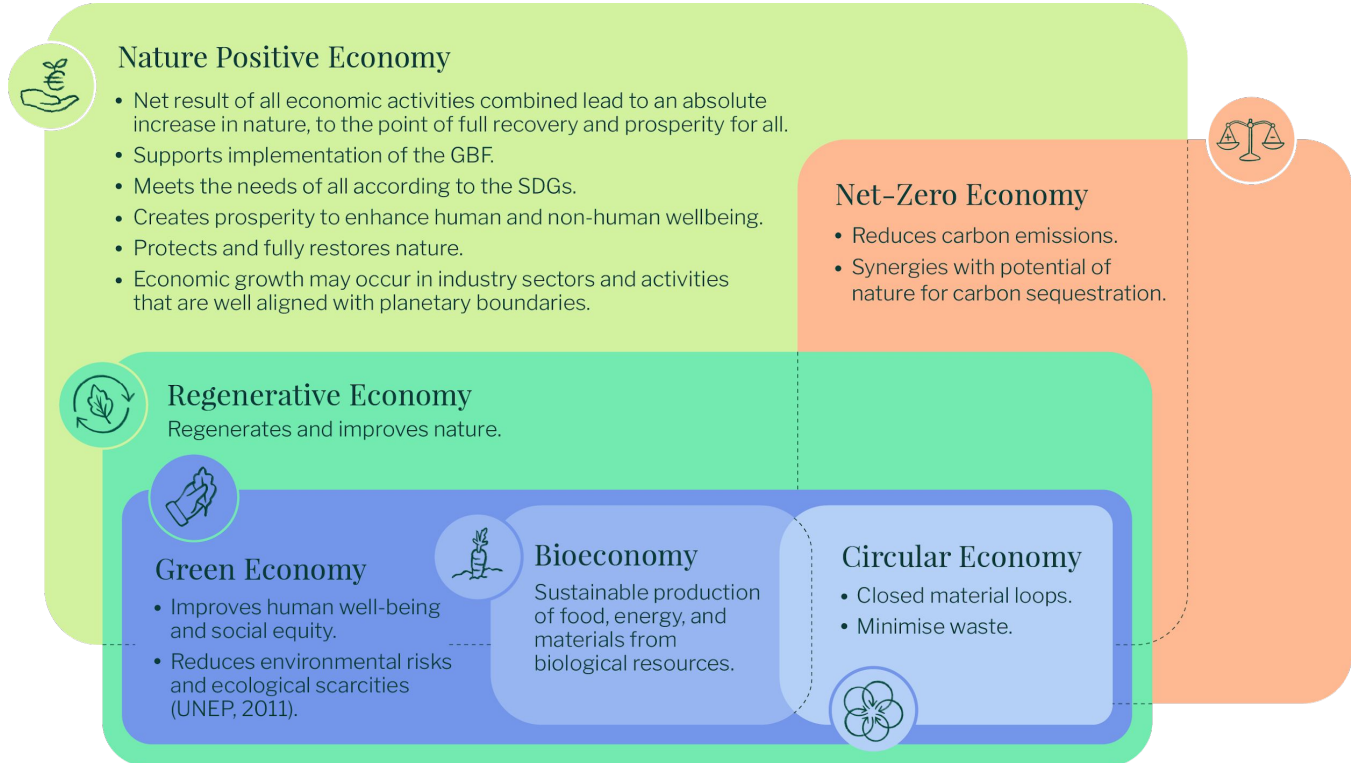
Progression of economic activities towards a Nature-Positive Economy



How does the Nature-Positive Economy compare to other economic concepts?

Key message 2

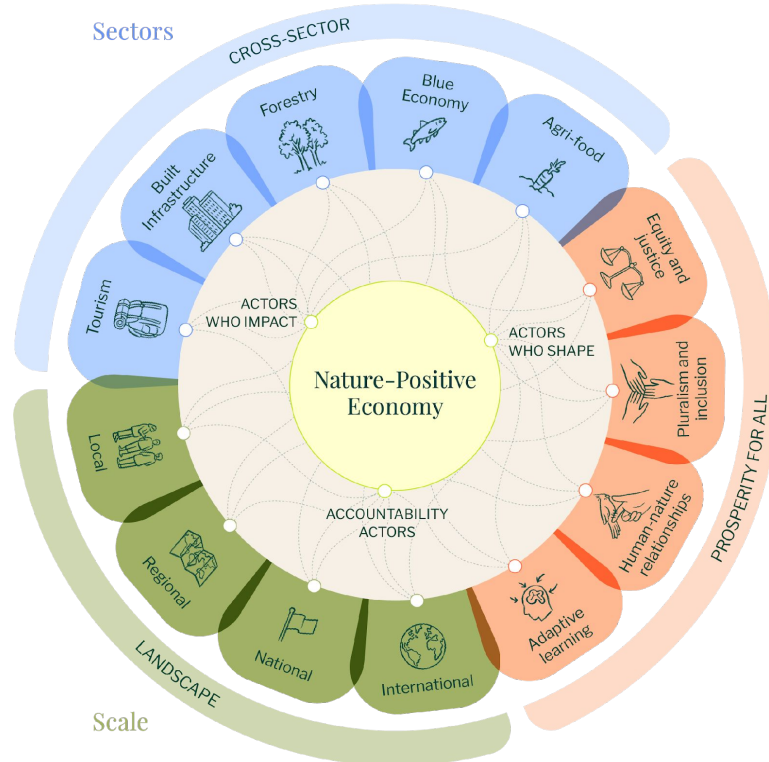
The NPE closely aligns with core ideas of the bioeconomy, circular economy, green economy, and net-zero economy, with a focus on **biophysical limits, nature recovery, and social well-being.**



How to **operationalise** the Nature-Positive Economy?

Key message 3

Through **5 key elements**:
Actors take action
 across multiple **scales**
 and **sectors** to improve
social well-being and
 equity.



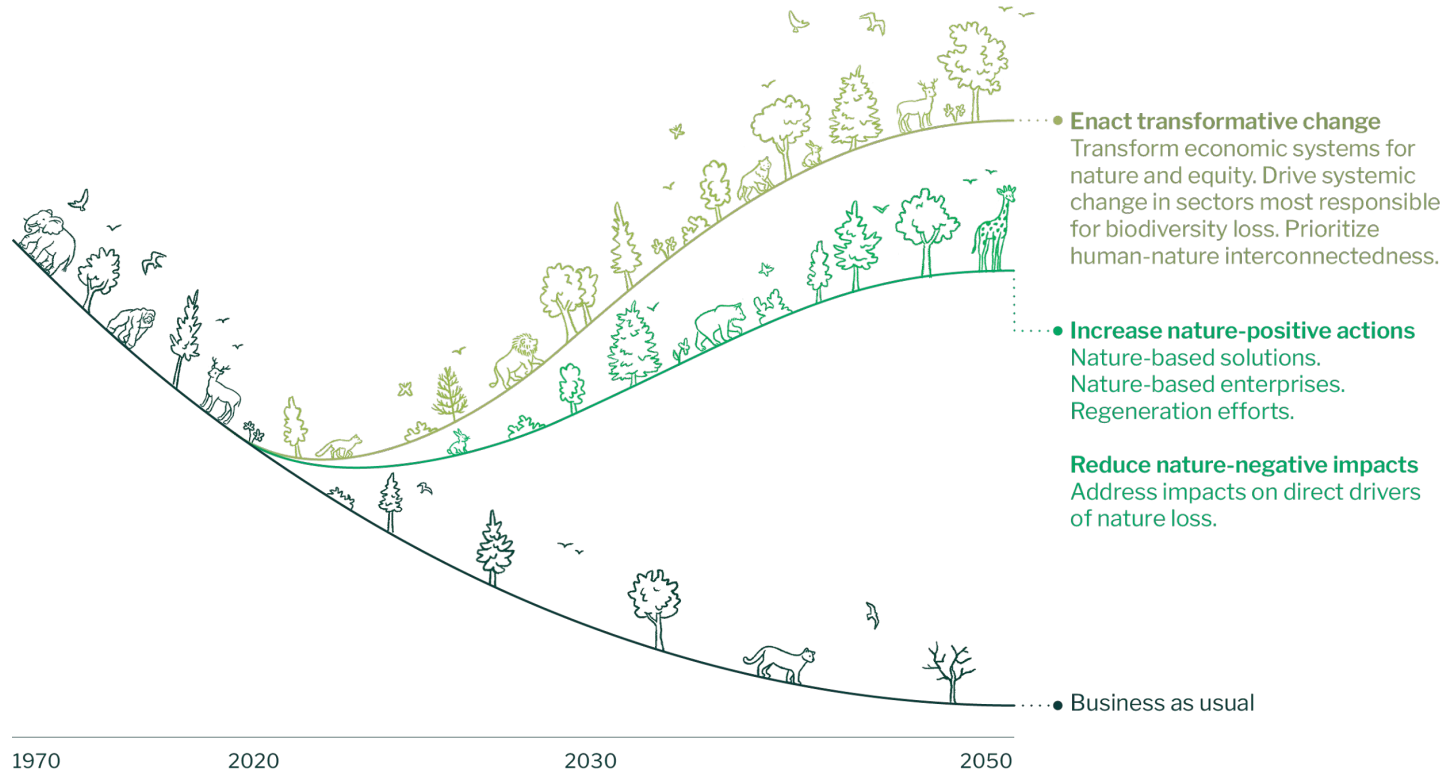
Actors

- Actors who have high impacts and dependencies on nature: Businesses, including small & medium sized-businesses, nature-based enterprises.
- Actors who shape the economy: Policy-makers & governments, finance & investors, standards bodies, Nature.
- Actors who encourage accountability: NGOs, researchers, education providers, citizens, civil society including Indigenous Peoples and Local Communities, youth groups.

Social
Wellbeing

What **actions** are needed in a Nature-Positive Economy?

Key message 3



In a nature-positive economy, economic growth may occur in industry sectors and activities that are **well aligned with planetary boundaries**.

Key message 4

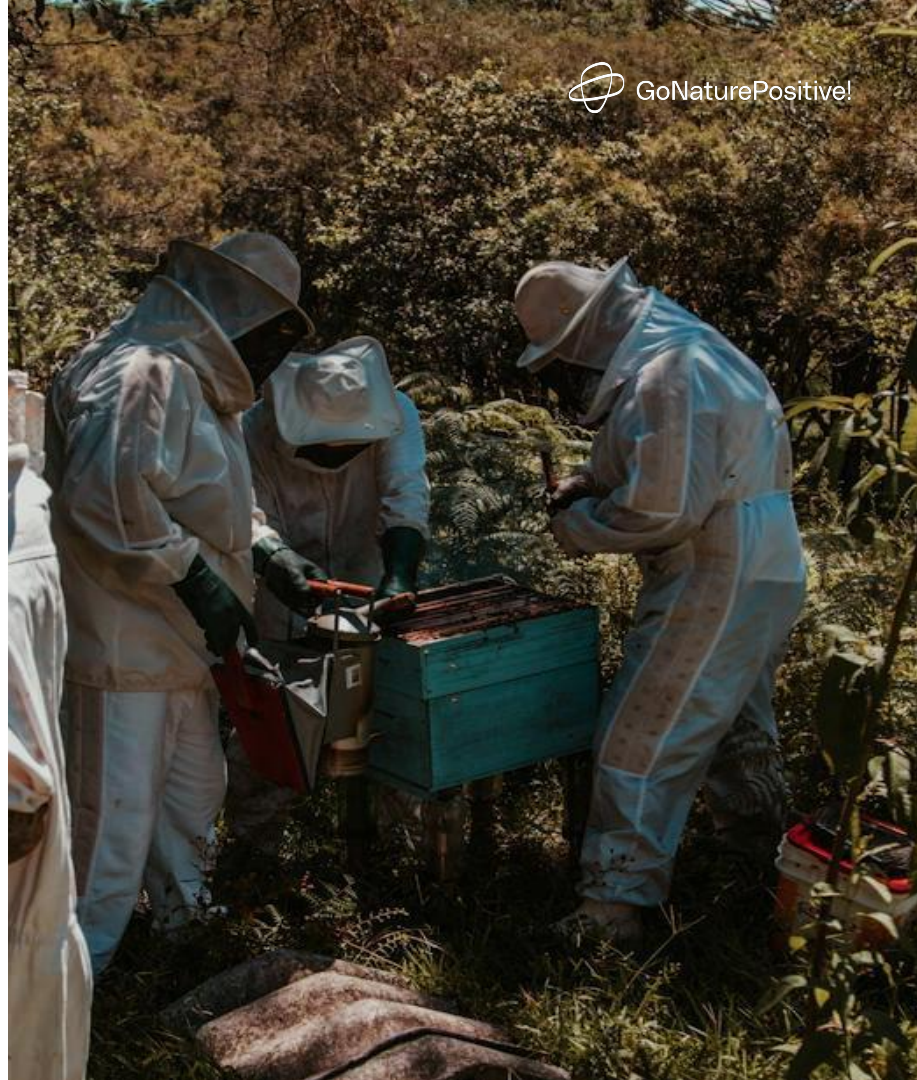
- While the nature crisis exposes significant dependencies, impacts, and risks, the NPE also presents opportunities for innovation and nature-positive growth.
- Investing in nature-based solutions could create up to 32 million new jobs by 2030.
- **Nature-based solutions** and **nature-based enterprises** offer important pathways towards a NPE.
- A whole of society approach, **grounded in respect for human rights**, is needed to achieve the Nature-Positive Economy.



It is essential to **measure progress** towards the nature-positive economy.

Key message 5

- Nature metrics often focus on biodiversity alone. In a NPE, **social and economic metrics** are also needed to reflect drivers of nature loss, and to measure progress on social wellbeing.
- A whole-of-society approach means assessing the contributions of **each actor**.
- The Nature-Positive Economy framework **complements existing metrics** and enables actors to identify the most suitable approach for assessing their contribution.
- **Top-down scanning** of nature, social, and economic metrics.
Bottom-up ground truthing of locally relevant metrics for each actor.



Join our GoNP! Community!



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