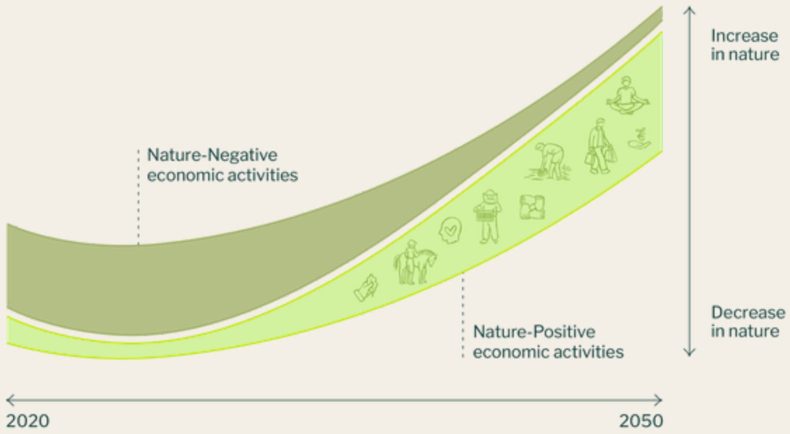
GoNaturePositive!

Funded by the European Union

Businesses
What is a Nature-Positive Economy?

and why it matters!

A Nature-Positive Economy (NPE) is an economy where 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.



Why does a NPE matter for your business and value chain?

Every business depends on nature, whether this is visible in daily operations or embedded deeper in supply chains. Businesses of all types: large corporates, SMEs, start-ups, retailers and service providers, rely on clean water, healthy soils, raw materials, climate regulation and stable ecosystems. As nature declines, all market participants face rising operational, financial and supply-chain risks: resource scarcity, production disruption, regulatory pressure, and growing expectations from investors, clients and consumers. At the same time, EU requirements such as CSRD, ESRS and the EU Taxonomy are making nature a core governance and competitiveness issue.

A NPE provides a strategic framework that helps companies minimise risk, stay ahead of regulatory shifts, and capture opportunities such as regenerative products, NbS, circular business models and improved supply-chain resilience. Acting early positions businesses of every size as leaders in emerging markets where long-term value increasingly depends on how well companies manage and restore nature.

Get involved!

JJoin the businesses driving solutions with a positive and measurable impact on nature.

How can businesses lead and contribute to a Nature-Positive Economy?

Different business actors contribute in complementary ways. Large corporates can influence entire value chains by integrating nature into governance, procurement and investment decisions, improving traceability, setting science-based targets and supporting suppliers, especially SMEs, to meet new nature-related requirements.

SMEs and start-ups contribute through agility and innovation, pioneering circular, low-impact and regenerative business models and creating new nature-positive solutions. Retailers and consumer-facing companies shape demand, drive supplier transitions, and influence consumer behaviour through product standards, transparency and procurement choices.

Across the wider business ecosystem, companies can map nature dependencies and risks, adopt common metrics, share data, invest in nature-based solutions and disclose progress transparently.

Together, these actions ensure that economic activity across all market segments contributes to measurable nature recovery while strengthening resilience, competitiveness and long-term value creation.

Five key messages about a Nature-Positive Economy

After a global consultation with 750+ people across 50 countries, GoNaturePositive! distilled the core messages:

1. Tipping the balance in favour of nature

Today's economy relies heavily on nature - from food and water to materials, climate stability, and cultural value, yet continues to degrade ecosystems.

An NPE flips this logic. It aims for an absolute increase in nature: thriving forests, rivers, soils, oceans and biodiversity that can support future generations. This aligns with the Global Biodiversity Framework and global goals for full nature recovery.

2. Focus on limits, recovery, and wellbeing

The NPE is not "just another green concept." It connects and strengthens approaches like circular, bio-based, and net-zero economies, while adding what has long been missing:

- Respecting planetary boundaries,
- Prioritising nature recovery
- Putting human wellbeing at the centre

It acknowledges that prosperity depends on healthy ecosystems, and that protecting them is non-negotiable.

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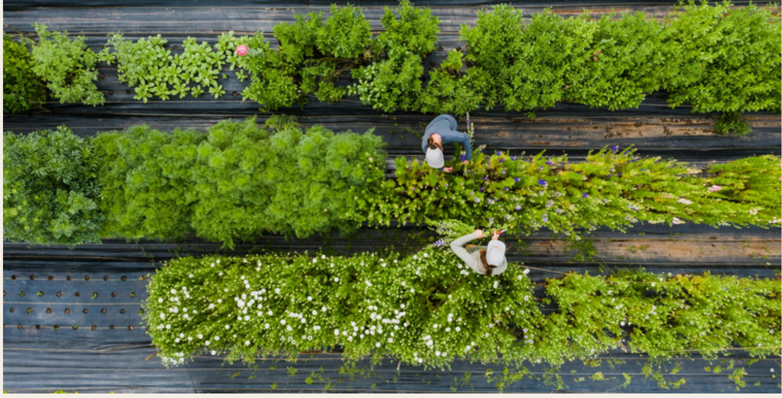

3. Everyone has a role

Transforming the economy requires collective action across scales (local to global), timeframes (today to 2050 and beyond), and sectors. GoNP! identifies three groups of actors:

- Actors with high impacts and dependencies on nature: Businesses of all sizes, including nature-based enterprises.
- Actors who shape the economy: Policymakers, governments, investors, and standard-setting bodies.
- Actors who ensure accountability: Researchers, NGOs, education providers, citizens, civil society, Indigenous Peoples, local communities and youth.

To guide transformation, four principles are key: equity & justice; inclusion & plural values; respectful human-nature relationships; and adaptive learning.

4. New opportunities for innovation, investment and jobs

A Nature-Positive transition unlocks major economic potential. Nature-based solutions, such as regenerative agriculture, natural water management, and urban green infrastructure, reduce risks for businesses, restore ecosystems, and support communities.

Nature-based enterprises are already experiencing strong demand and can expand rapidly with the right support, creating jobs and driving innovation.

5. Measuring progress is essential

No single organisation can claim to be "nature-positive" alone. Instead, all actors should assess and disclose how they contribute to the transition, using clear baselines, transparent targets, and consistent monitoring.

Genuine progress must show improvements in ecosystem health, social well-being, and equity together.