

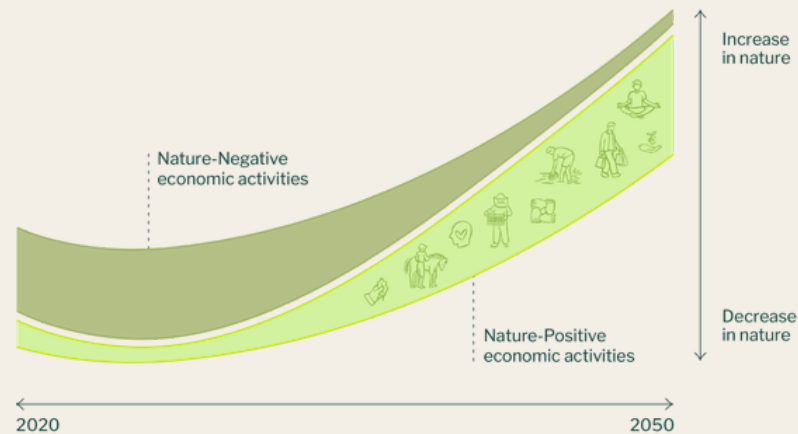


Nature-based Enterprises

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 Nature-Positive Economy matter for your business?

Nature-based Enterprises (NbE's) are businesses, (usually SME's) working with and for nature. As investment in Nature-based Solutions (NbS) continues to grow as a central element of the nature-positive economy, NbE's will have a significant role filling a demand that the public sector on its own will not be able to meet.

NbE's are, by their nature already operating at the forefront of a nature-positive economy and hence have first mover advantage as the NPE continues to scale.

Critically though, NbEs and NbS providers act as a bridge between ecological health and economic activity.

As mainstream companies recognise their supply chain risks due to nature degradation, NbEs are the natural partners to mitigate those risks.

NbEs are already familiar with integrating ecological outcomes into decision making and as larger companies come under pressure to embed nature metrics such as TNFD and CSRD, NbE's can take up crucial roles such as suppliers and innovation partners.

How Nature-based Enterprises power the Nature-Positive transition?

NbE's act as the operational arm for a nature-positive economy. They pilot, experiment, and innovate products and services designed to meet the needs of a nature-positive economy.

NbE's translates ecological improvement into economic value. They design services with nature as a product and service, such as eco-tourism, regenerative agriculture products, water management, urban NbS etc, demonstrating how ecosystem restoration can generate stable, long-term revenue.

This helps to build business cases for NbEs and NbS and improve confidence among investors in investing in nature.

Get involved!

Get involved! Join us in growing a vibrant ecosystem of nature-based innovators.



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.