GoNaturePositive!

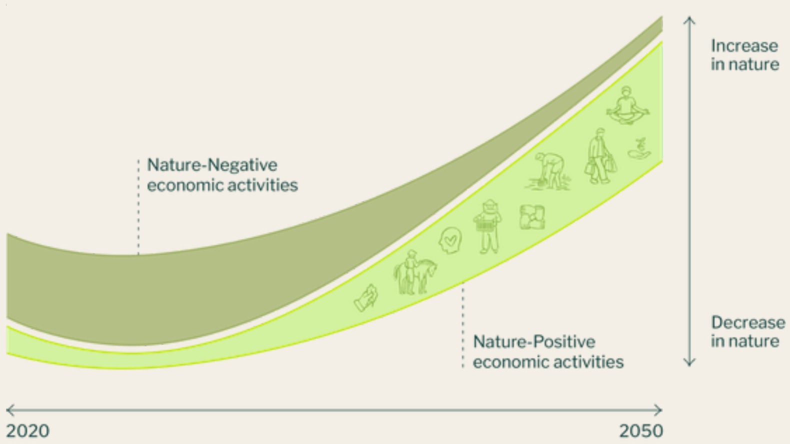
Funded by the European Union

Finance & Investors

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 it matters for finance and investment?

The collapse of ecosystems carries the potential of causing macroeconomic upheavals. As nature degrades, physical risks disrupt production, drive spiraling insurance costs, and lead to asset losses, materializing into financial risks for investors and lenders. Rising mortality and health costs due to higher temperatures, as well as damages from extreme weather events, further increase pressure on the financial sector. At the same time, the growing cost of non-alignment with transition policies and changing markets exposes institutions to escalating transition risks. Yet the sector is often pressured to demonstrate short-term profitability at the expense of harnessing nature's long-term value flows.

Aligning with a NPE framework by managing exposure to high-risk sectors, using clear measurement and verification tools, and relying on consistent policies gives finance a better capacity to navigate risks, protect value creation, and support the long-term viability of green technologies and businesses.

Get involved!

Join us in directing finance where it generates measurable nature impact.

How investors and funders can contribute towards a NPE?

The financial system plays a decisive part in driving system-wide action for the transition towards a NPE through its roles as capital provider, lender and advisor.

By aligning investment and lending strategies with NPE objectives, financial institutions foster the reallocation of financial flows from activities contributing to ecosystem degradation to those beneficial for nature and people.

Consistent and ambitious engagement with investee companies, including asking them to implement nature transition plans or using voting , catalyses sustainable transitions across sectors and value chains.

The sector also depends on policies, certification and verification mechanisms, and communication channels that lend trust to impact investment and prevent greenwashing.

Additionally, advocating for reliable and consistent market conditions, including phasing out subsidies that stimulate unsustainable practices, strengthens the viability of funding green technologies, start-ups and nature-based enterprises. Through these actions, finance accelerates transformation across the wider economy.

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.

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.

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