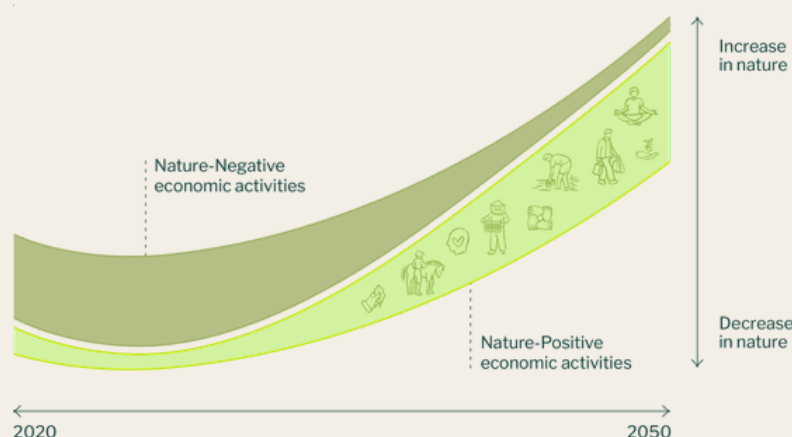


NGOs

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.



What does a NPE matter for environmental action?

Environmental NGOs have a core mission to protect and restore nature and to safeguard the ecosystems that people and communities depend on. A NPE is essential for achieving this mission.

Today's nature-negative economic systems undermine conservation gains and accelerate biodiversity loss, making it impossible to restore nature at the scale required without transforming how societies produce, consume, and allocate resources. Many NGOs already work on this economic transformation because lasting conservation outcomes depend on systemic change.

A NPE also offers a unifying lens for NGOs. It connects climate action, biodiversity protection, and social justice, showing that these are not separate but intertwined challenges requiring integrated solutions.

It reinforces that protecting and restoring nature is not separate from economic development, but a foundation for long-term wellbeing, resilience, and equity.

This alignment strengthens advocacy, supports clearer communication, and reflects the expectations of donors, members, and wider audiences who look to environmental NGOs to lead the push for systemic change.

How do environmental NGOs accelerate the Nature-Positive transition?

Environmental NGOs contribute to a NPE in many ways, reflecting the diversity of organizations across local, national, and international levels. Some work closely with communities and landscapes, while others focus on policy, advocacy, or global standards. Together, they help shift the systems that drive nature loss.

There are also environmental NGOs that combine environmental expertise with knowledge of economics and sustainable finance. This makes them an important bridge between ecological science and economic decision-making. They can translate nature priorities into the language of policymakers, companies, and investors, helping align actions across sectors.

Environmental NGOs drive change by advocating for ambitious policies, holding powerful actors accountable, and mobilizing public support. Their partnerships, communications, and campaigns help shape narratives and build momentum for the transition. At the same time, their hands-on conservation, restoration, and monitoring work provides the outcomes that other actors rely on to achieve net-positive results.

Get involved!

Join us in amplifying voices and action for people and nature.



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.