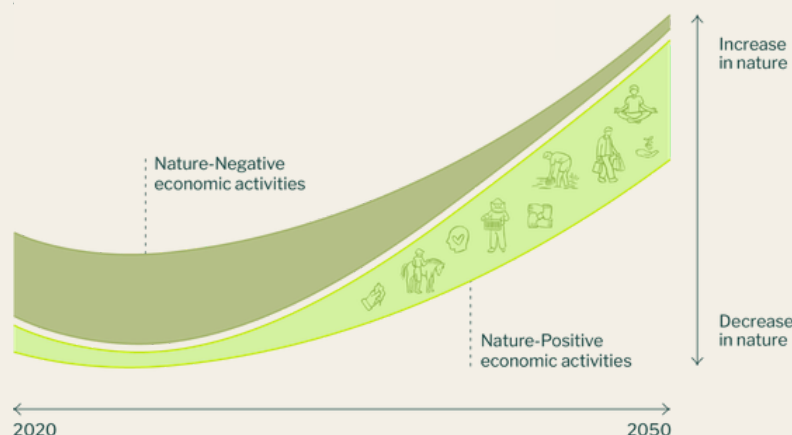


Citizens and Communities

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 Nature-Positive Economy mean for my community and me?

A NPE is one where everything we do - how we produce, consume, invest, govern and innovate - results in more nature, not less.

A Nature-Positive Economy makes daily life better for everyone. It means cleaner air to breathe, safer water to drink, healthier food on our tables, and more green spaces to enjoy. It helps keep our homes safe from flooding, heatwaves, and pollution. It also creates local jobs through community gardens, small food producers, and nature-based businesses that support local economies.

For communities, it is about fairness and well-being. It ensures that everyone, including young people, indigenous people, older adults, and vulnerable groups, benefits from a healthy and resilient environment.

Nature-positive action gives people back a sense of agency and hope. It allows us to build together communities rooted in nature, social justice, and shared prosperity.

What can we do, together, to build a Nature-Positive future?

You don't need to be a scientist or policymaker to drive change. Communities have real power to move our economy toward nature-positive pathways.

You can support local nature-based businesses, community gardens, agroecological farmers, and circular-economy initiatives. You can help restore local nature by planting trees, cleaning rivers, creating pollinator habitats, or participating in citizen-science monitoring.

You can influence decisions by taking part in local consultations, supporting nature-positive policies, and holding leaders accountable. And you can make a difference every day by choosing nature-friendly products, reducing waste, and advocating for more green spaces.

When communities act together, they shape markets, culture, and political priorities. Your daily choices and community actions are the foundation of a Nature-Positive world.

Get involved!

Join us in building communities that prioritise both 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

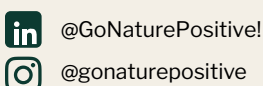
The NPE is not “just another green concept.” It connects and strengthens approaches like circular, bio-based, and net-zero economies, while adding what has long been missing:

- 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.