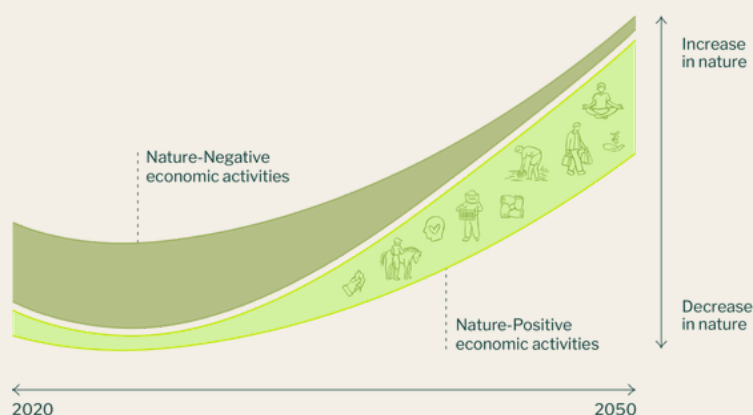


Policy-makers

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 public policy and governance?

While the NPE is still an emerging concept, many existing EU policies already incorporate nature-positive elements, like reducing environmental harm, creating additional nature, increasing transparency, and supporting transformative change. However, overall alignment with NPE principles remains uneven and some overarching limitations remain :

- Reliance on voluntary measures, nature-harmful subsidies, and weak enforcement remain obstacles.
- Competitiveness is often framed in tension with environmental ambition.
- Transparency and inclusive governance is still insufficient, limiting transformative change.

The NPE provides policy-makers with a strategic framework to overcome these challenges by embedding nature into economic, climate, and land-use agendas, aligning biodiversity objectives with competitiveness, resilience, and social wellbeing.

Get involved!



Join us in shaping policies that safeguard nature and strengthen society.



How can policymakers and public authorities drive the transition to a Nature-Positive Economy?

Policy-makers enable the NPE transition by shaping the regulatory and financial conditions. Priority areas for action include :

- Embedding nature in competitiveness and economic strategies by recognizing nature loss as a financial risk, integrating biodiversity into core strategies, and promoting nature-based solutions and enterprises as drivers of resilience and sustainable growth.
- Redirecting financial flows towards nature-positive outcomes by phasing out harmful subsidies, aligning public budgets and investment frameworks, and closing the finance gap for nature restoration.
- Strengthening ambition, implementation and enforcement by closing legal loopholes, ensuring consistent application of rules, and safeguarding high environmental standards with clear transition pathways.
- Improving policy coherence and governance by aligning sectoral strategies, integrating nature into climate and land-use policies, and embedding inclusive, participatory processes.

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

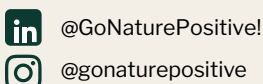
The NPE is not “just another green concept.” It connects and strengthens approaches like circular, bio-based, and net-zero economies, while adding what has long been missing:

- 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.

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