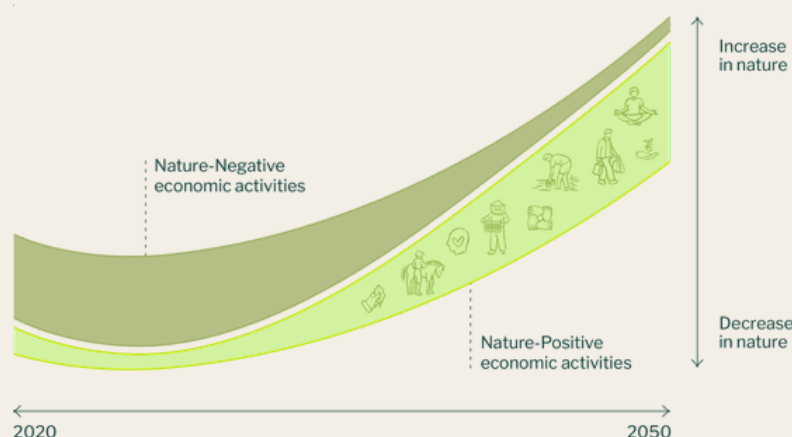


Standards Bodies

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 NPE matter for standards and certification?

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

A NPE 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.

Get involved!

Join us in building credible frameworks that guide nature-positive action.



How can standards bodies and certifiers ensure integrity and accountability in the NPE?

Standard bodies and certifiers increasingly guide organisations toward sustainable and ethical practices, helping align everyday economic activities with planetary wellbeing. This makes them essential partners in advancing a NPE.

Like the NPE, credible sustainability systems aim to accelerate positive change for people and the planet by defining clear objectives, addressing root causes, and driving systemic impact.

Their focus on measurable progress, stakeholder engagement, transparency, impartiality, and continual improvement mirrors the NPE's principles of a 'whole society approach'.

By setting benchmarks grounded in science, shaping market expectations, and informing policy and regulation, standard bodies help translate broad nature-positive goals into operational requirements.

Their frameworks reduce greenwashing, create accountability, and ensure that quality, trust, and nature recovery advance hand in hand across all sectors.

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

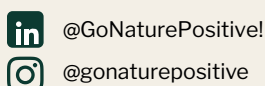
The NPE is not "just another green concept." It connects and strengthens approaches like circular, bio-based, and net-zero economies, while adding what has long been missing:

- 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.