

Navigating the Nature Agenda: Insights for Collective Action and Leadership



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List of Abbreviations

CBD Convention on Biological Diversity
COP Conference of the Parties
ESG Environmental, Social, and Governance
FPIC Free, Prior, and Informed Consent
GDP Gross Domestic Product

IPLCs Indigenous Peoples and Local Communities
NGOs Non-governmental Organizations
SDGs Sustainable Development Goals
UN United Nations



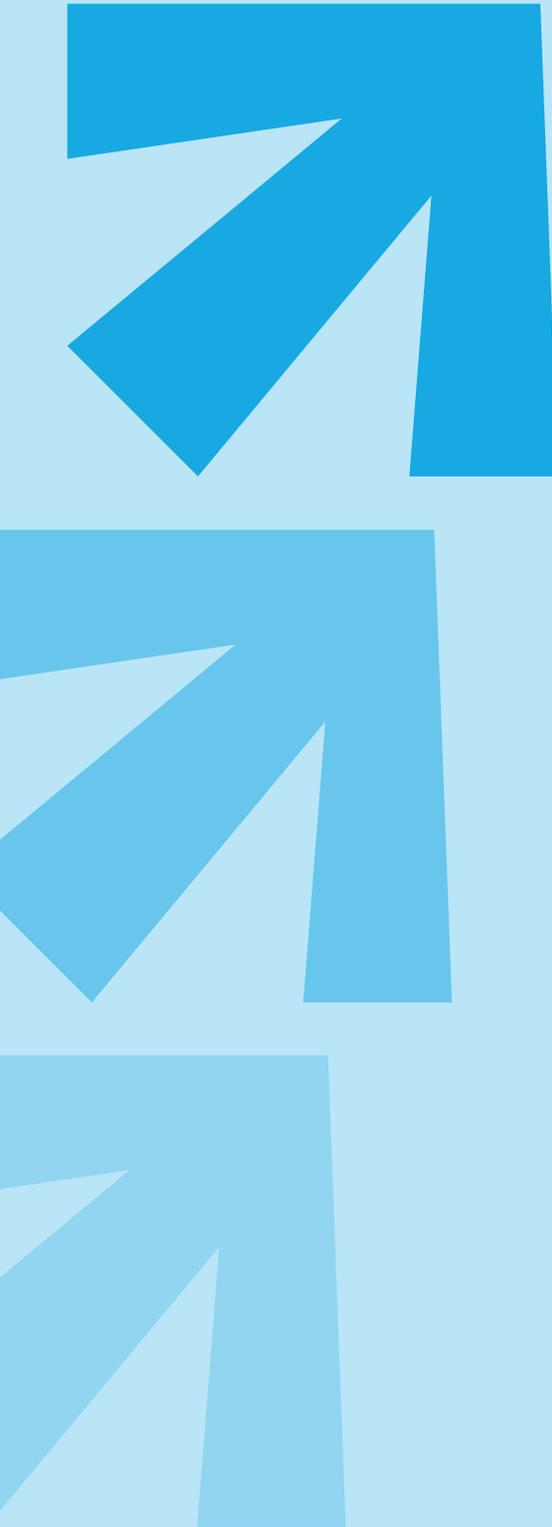
“Navigating the Nature Agenda” A Shared Research Program

This report outlines key learnings and insights from “Navigating the Nature Agenda,” a multi-faceted research project that GlobeScan conducted in partnership with 26 companies around the world between November 2021 and June 2022.

The Nature Agenda research program was developed to understand the attitudes and expectations of stakeholders and consumers around the world for the role of business and other sectors in protecting and restoring nature and biodiversity. The learnings and insights are meant to help companies and other organizations with developing and managing nature-based strategies, programs, and engagement. The research design included in-depth interviews with business leaders and leading experts (including a focus on Indigenous peoples and local communities), an online survey of sustainability and nature experts from 90 countries, and online public opinion research across 11 countries.

We are grateful to the following companies that participated in and supported the Navigating the Nature Agenda program:

- | | | | |
|------------------|----------------------|--------------------------|----------------------|
| • AB InBev | • Henkel | • Nomad Foods | • Reckitt |
| • Anglo American | • Hershey | • Nutrien | • Standard Chartered |
| • Colgate | • IKEA | • P&G | • Stora Enso |
| • Danone | • Levi Strauss & Co. | • Parfums Christian Dior | • Suzano |
| • De Beers | • Merck | • PepsiCo | • U.S. Dairy |
| • Expedia | • Netflix | • Petronas | |
| • GSK | • Newmont | • RBC | |



Methodology

The Navigating the Nature Agenda program includes qualitative and quantitative research approaches that explore the views of expert stakeholders and consumers around protecting and restoring nature and biodiversity. The findings presented in this report are based on four streams of primary research:

- 1. In-depth interviews with member companies:** GlobeScan interviewed over 50 leaders from 25 member companies of the Nature Agenda research program (25 interviews in total). The one-hour long in-depth interviews focused on understanding business perspectives and approaches to addressing nature-related issues.
- 2. In-depth interviews with key opinion leaders:** GlobeScan interviewed leaders and subject matter experts from 15 civil society organizations to understand their views on the roles of business and communities in efforts to protect and restore nature, and opportunities to strengthen nature initiatives and collaborations. Eight of the interviewees self-identified as members of Indigenous peoples and local communities (IPLCs).
- 3. Public opinion survey:** An online survey of approximately 1,000 adults 18+ per market in 11 markets ($n=10,996$) was conducted between February and May 2022. The markets included Brazil, China, France, Germany, India, Malaysia, Mexico, The Philippines, South Africa, the United Kingdom, and the United States. The survey was offered in seven languages including English, Chinese (Simplified), French, German, Malay, Portuguese, and Spanish. Samples are representative of the online population and weighted according to the latest census data to be nationally representative. In some markets, the ability to weight to be nationally representative is limited by internet penetration. The views of lower income, less educated, and rural communities are underrepresented. Data for each country has been weighted equally.
- 4. Expert opinion survey:** An online survey was conducted with experts in sustainability and nature-related topics. A total of 423 experts completed the survey between May and June 2022. The survey was offered in English only and was distributed directly by GlobeScan, member companies, and NGO partners via email and/or LinkedIn. Participation in the survey was voluntary. Experts from 90 different countries participated in the survey. Seventy-seven percent of participants indicated they had six years of experience or more in sustainability and nature-related topics with 65 percent indicating they have more than ten years of experience. There is roughly equal representation across sectors like academia/ research, NGOs, corporate, and consultancies / service organizations, with slightly fewer participants from government and multilateral organizations. Respondents include experts in conservation/biodiversity, corporate sustainability, climate, agriculture, IPLCs, human rights, finance/investment, and health and nutrition.

The research findings have been integrated throughout the report. Chart headings and/or subheadings will indicate whether the data are from the expert survey, consumer survey, or both surveys. Figures in the charts in this report are expressed in percentages unless otherwise indicated.

I. Executive Summary

Executive Overview and Headline Insights

Nature and biodiversity hold tremendous value and meaning for business, society, and personal well-being. Despite their importance, the state of nature and biodiversity around the world is in crisis and threatens to undermine economies, livelihoods, and health around the globe. On the other hand, protecting and restoring nature holds great potential to improve billions of lives, contribute trillions of dollars to the global economy, and help address climate change.

In GlobeScan's Navigating the Nature Agenda research, we found that expert stakeholders and people around the world hold governments and business most responsible for navigating the complex, high-stakes nature agenda. Experts recognize the need for more integrated approaches to nature, climate, and social issues that include local communities as partners in initiatives to protect and restore nature.

There is an urgent need and a real opportunity for companies to lead in protecting and restoring nature and biodiversity. Many companies will need to reconfigure how they engage on the nature agenda and embed the value of nature and biodiversity into business decisions and activities across their value chains. By seizing this opportunity, companies can strengthen their business, protect the value they have worked hard to create, and earn considerable goodwill with key stakeholders, including investors, employees, customers, governments, civil society, and communities.

Key Overarching Learnings from the Navigating the Nature Agenda Program

1. Collaborative, multistakeholder initiatives are vital for protecting and restoring nature and biodiversity – companies have an opportunity to build collaboration into their nature strategies from the outset.
2. Progress on nature requires an integrated approach with both climate strategies and societal initiatives – people are central to nature-based solutions.
3. There is a need for more inclusive approaches to protecting nature, including prioritizing and partnering with Indigenous peoples and local communities (IPLCs).
4. People want help from business and governments with doing more to protect nature and biodiversity. Business has a compelling opportunity to help people lead more “nature-friendly lifestyles.”
5. There is a growing expectation for companies to embed nature into their business, financial, and policy decisions – from investors to consumers to governments, stakeholders will increasingly call on companies to do more to protect nature and biodiversity.
6. Many companies are just beginning to explore how nature can be better integrated into their sustainability strategies – this could be a time of great innovation among business leaders to define best practice when it comes to nature and biodiversity.



EXPERT VIEWS

Headline Insights from the Global Survey of 400+ Expert Stakeholders

88% 

of experts view the current **state of nature** in the world as **"alarming"** or **"catastrophic"**; only 1 percent view the state of nature as **"satisfactory."**

84% 

of experts strongly agree that **"companies need to take much more integrated approaches to effectively address nature, climate, and social issues."**

64% 

of experts strongly agree that **"nature-based solutions need to be a key part of companies' approaches to sustainability."**

83% 

of experts strongly agree that **"biodiversity loss needs to be addressed with the same urgency and resources as climate change."**

69% 

of experts strongly agree that **"protecting and restoring nature is essential for a Just Transition for all."**

80% 

of experts say that **"advocating for nature-friendly government policies and regulations"** is **"extremely"** or **"very important"** for companies to make a real impact in protecting and restoring nature.

CONSUMER VIEWS

Headline Insights from the Public Opinion Survey of 11,000 People across 11 Countries

78% 

of consumers believe that **"children need to spend time in nature."**

65% 

of consumers **"worry a lot that we will NOT have enough nature and wildlife for future generations."**

55% 

of consumers would like to **learn more about how their purchases impact nature and wildlife.**

76% 

of consumers feel that **"being in nature makes me feel better."**

20% 

of consumers agree that **"economic development is more important than protecting nature and wildlife."**

50% 

of consumers believe that **products that are bad for the environment and nature should be more expensive.**

II. Why Nature? Why Now?

Nature and biodiversity matter deeply for many reasons. In our research, **a large majority of people around the world identify nature as “sacred” and vital for children and personal well-being.** For Indigenous peoples and local communities (IPLCs), nature is much more: it is fundamental to their culture, their traditions, and their identity.

For nature and biodiversity to receive the attention required, it is critical to understand and account for their true value to the economy and business. **Over half of world gross domestic product (GDP) – US\$44 trillion of economic value – is moderately or highly dependent on nature.**¹ The Boston Consulting Group (BCG) estimates that the decline in ecosystem functionality is already costing the global economy over US\$5 trillion per year.² A report by Temasek calculates that the Asia-Pacific region stands to lose over 60 percent of its GDP, US\$19.5 trillion, from biodiversity and nature loss.³

On the other hand, there is great potential for solutions to protect and restore nature to unlock tremendous returns. The World Economic Forum has identified 15 nature-positive transitions that it figures could potentially generate up to US\$10.1 trillion in annual business value and 395 million jobs by 2030.⁴

Bankers and investors are taking notice of nature’s essential contribution to the economy and financial markets. Biodiversity has quickly risen in the hierarchy of environmental, social, and governance (ESG) factors for companies in key sectors. **By the time of writing, 111 financial institutions from 20 countries with over €16 trillion in assets under management had signed the Finance for Biodiversity Pledge.**⁵ In 2021, BlackRock initiated investment stewardship for companies with the most impact and dependency on natural capital, focusing on biodiversity, forests, and water.

Far beyond its economic value, nature is essential for sustainable development and societal well-being. Nature is the very basis for several United Nations Sustainable Development Goals (SDGs) and is closely connected to most others. The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) landmark Global Assessment Report evaluated the impact of biodiversity and ecosystem services on human well-being around the world. The connections between biodiversity and human well-being are so deep and expansive. The report concluded:

“If left unchecked, current negative trends in biodiversity and ecosystems will undermine progress toward 80 percent of the assessed targets of the SDGs.”

– IPBES Global Assessment Report on Biodiversity and Ecosystem Services⁶

The policy arena is a key driver of efforts to protect nature and biodiversity. The UN Convention on Biological Diversity’s (CBD) 15th global Conference of Parties (COP15) is scheduled to take place in Montreal in December 2022 after multiple delays. The United Nations (UN) and stakeholders across sectors are hard at work on finalizing the details of the post-2020 global biodiversity framework, a strategic milestone toward the 2050 Vision of “living in harmony with nature.”

The importance and state of nature means that there is no time to waste. **We are already two years into the UN’s Decade of Restoration, which calls for halting the loss of nature and biodiversity by 2030.**

III. The Value and Meaning of Nature

What do we mean by “nature” in the first place? Intuitively, we each have a sense of what nature means to us. Yet when asked to define nature, the answer is often not obvious. While nature is tangible and intuitive in one way, it is also a complex web of plant and animal life forms that are deeply connected to and dependent on each other. **The complexity and interdependency of nature are key characteristics that organizations must skillfully navigate to develop effective approaches for protecting and restoring nature and biodiversity.**

Public Views of Nature’s Value and Meaning

We surveyed 11,000 people across 11 countries to better understand what nature means to them. Some of their responses are not surprising. When asked which words best describe “nature,” people most strongly associate nature with living organisms, including “trees and forests,” “animals and plants,” and “rivers, lakes, and wetlands.”

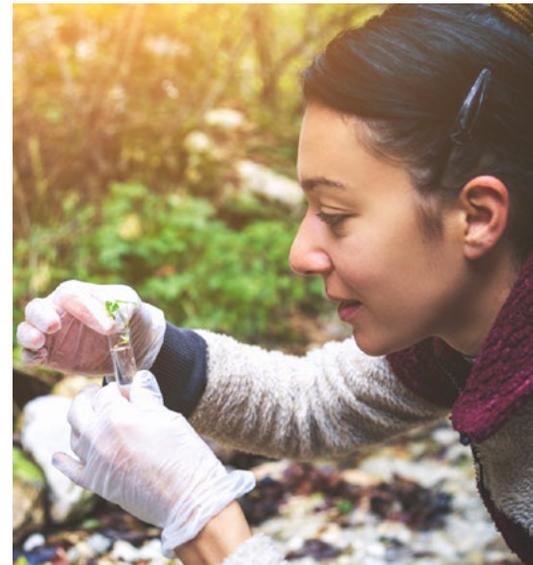
While more technical terms like “ecosystems” and “biodiversity” were not directly mentioned as often, they were still among the more common responses and were among the top three most selected terms in several countries including China (ecosystems), France (biodiversity), and Mexico (ecosystems).

Nature has many tangible and intangible benefits for people and their families. When we asked about the importance of nature, 71 percent of respondents feel that the phrase “nature is sacred” describes their opinion well.

Around the world, people feel strongly that nature is vital for personal health, well-being, and development. Seventy-eight percent of respondents feel that the statement “Children need to spend time in nature” describes their opinion well. Nearly as many similarly agree with the statement “Being in nature makes me feel better” (76%). A strong majority (65%) also “worry that we will not have enough nature for future generations,” with country results ranging from a low of 52 percent agreement in China to highs of 78–80 percent agreement in Brazil, Mexico, and the Philippines.

Moreover, most people around the world are not willing to sacrifice nature for the economy. Only one in five people agree with the statement “economic development is more important than protecting nature.” Across the 11 countries surveyed, the share of respondents agreeing with the statement ranges from a low of 12 percent in Germany to 25 percent in the Philippines. India is the outlier with 37 percent of respondents in agreement.

71 percent of respondents feel that the phrase “nature is sacred” describes their opinion well.



A strong majority (65%) also “worry that we will not have enough nature for future generations.”

Consumer Attitudes toward Nature

Describes my opinions well (6+7), average of 11 countries, 2022



Q. How much do each of the following statements describe you / your opinions?

Please use a scale from 1 to 7, where 1 is "does not describe me / my opinions at all" and 7 is "describes me / my opinions completely."

Business and Expert Stakeholder Views of Nature's Value and Meaning

When it comes to business leaders and their environmental issue areas, nature is most commonly associated with "biodiversity" and "ecosystems." Interestingly, nearly all of the companies we interviewed had not used the term "nature" either internally or externally to this point when referring to their environmental issues, programs, or impacts. From a business perspective, nature has commonly been viewed as "too soft," a "nice-to-have," or not the domain of business.

Going forward, some business leaders see more opportunities to tap into the term "nature" for its tangible, relatable benefits and potential for being a unifying concept for underlying issues and programs.

Referring to "nature" can help to explain and connect a company's work on forests, water, and other areas that have often been approached in a more siloed fashion. Using the term "nature" can also convey that companies are taking more integrated approaches to environmental and social issues, a key gap noted in our research with companies and expert stakeholders. Moreover, it can help to simplify the number of issues that executives need to keep track of, rather than adding another issue to a seemingly never-ending, always-growing list.

IV. The Role of Indigenous Peoples and Local Communities in Protecting and Restoring Nature

Our research confirms the large body of evidence that IPLCs are essential partners in the global effort to protect and restore nature and biodiversity and tackle climate change. **Indigenous peoples safeguard around 80 percent of the world's remaining biodiversity.**⁷ Researchers also estimate that IPLCs across 64 countries manage 300 million metric tons of carbon in their trees and soil, or 69 percent of the world's total forest carbon.⁸ At least 36 percent of places around the world that are designated as Key Biodiversity Areas (KBAs) are contained within the lands of IPLCs.⁹ In terms of outcomes, 91 percent of lands managed by IPLCs are in good or moderate ecological condition.¹⁰

According to the UN CBD, all parties need to “respect, preserve, and maintain knowledge, innovations, and practices of Indigenous and local communities ... promote their wider application with the approval and involvement of the holders ... and encourage the equitable sharing of the benefits.”

– UN CBD Article 8 on In-situ Conservation

The rights of IPLCs have been established and set forth in several international agreements, frameworks, and standards. Key documents include:

1. UN Convention on Biological Diversity (CBD)
2. UN Declaration on the Rights of Indigenous Peoples
3. International Labour Organization (ILO) Convention on Indigenous and Tribal Peoples (ILO 169)
4. UN Declaration on the Rights of Peasants and Other People Working in Rural Areas

A defining characteristic of IPLCs is how deeply their lives are interwoven with and dependent on nature. For them, nature is everything: it is a family member, a grocery store, a cultural institution, a pharmacy, and a hospital. This means that most IPLCs have a much more holistic view of nature and its benefits and a much longer time horizon for managing and improving the natural environment. **According to one Native American tribal leader: “We focus on ecosystem function and our part in the ecosystem, and how we improve that through time. We want to make sure that we are benefiting that seventh generation down the road.”**

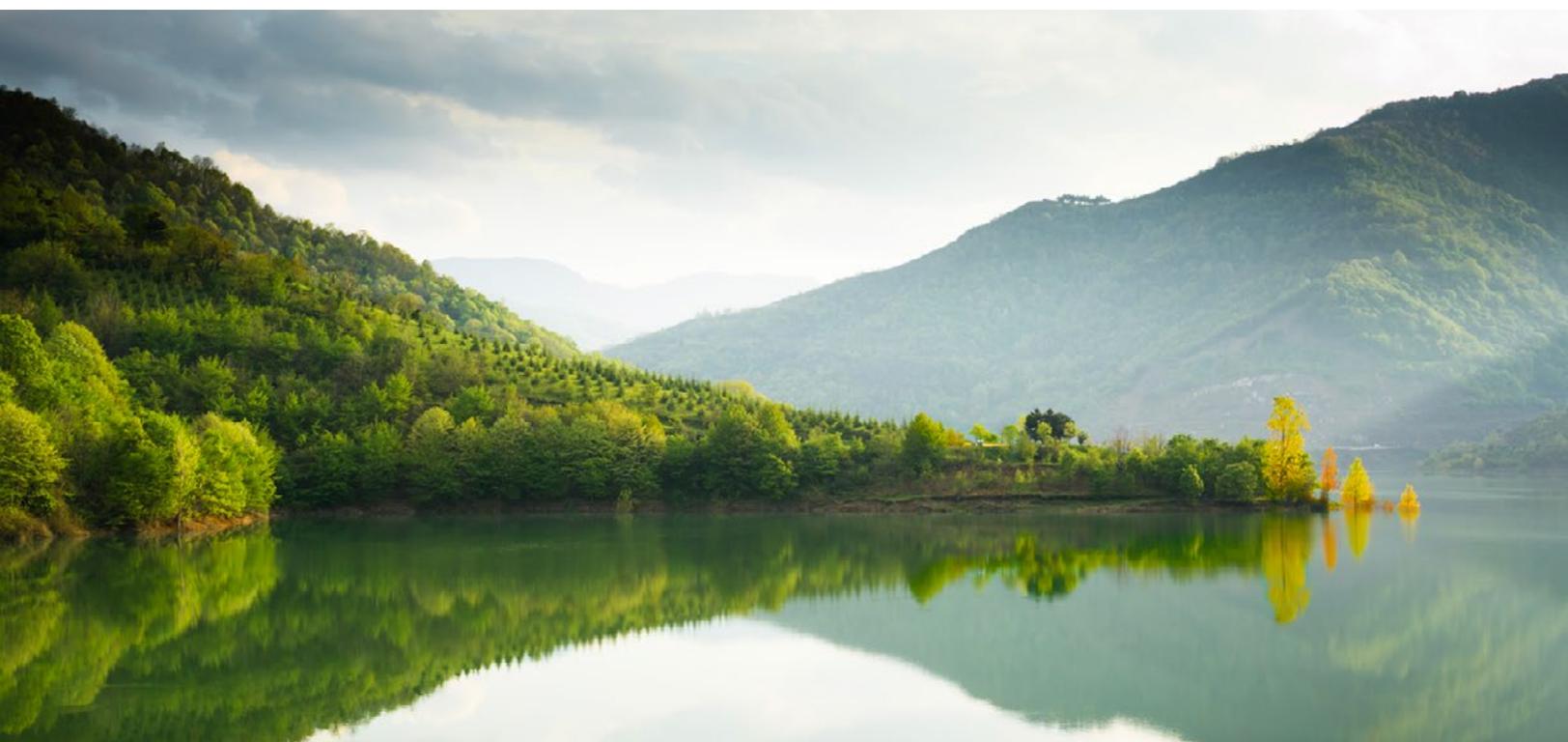


“For many of the communities where companies want to work, nature is not ‘capital’ or something that can be quantified in terms of financial gains. Nature is something holistic. It’s our brother. It’s the very source of our culture. We know that we need to protect nature, because nature protects us.”

– Indigenous leader

Through our interviews, we identified five dimensions that contrast how many IPLCs view nature with the approaches that they report seeing companies take toward nature and biodiversity. The table below shows key differences between the perspective of IPLCs and IPLCs’ perceptions of the views and approaches that are often taken by business.

	How IPLCs view nature	How IPLCs view the business approach to nature
Nature is:	Everything – our mother, grocery store, and doctor; a natural system and caretaker	A resource to exploit; discrete assets
IPLCs are:	Partners and co-investors	Stakeholders and beneficiaries
Time is:	Long-term: decades, based on nature, and culture and tradition	Short-term: months to 1–3 years, based on businesses and markets
Free, Prior and Informed Consent (FPIC):	Have the right to grant or withhold consent; may need help understanding their rights	Depends on business and project needs; often a check-box exercise with consent viewed as optional
Government:	May not recognize or support IPLCs’ rights and interests	Is the ultimate authority and may speak on behalf of IPLCs



V. State of Nature and Biodiversity in the World

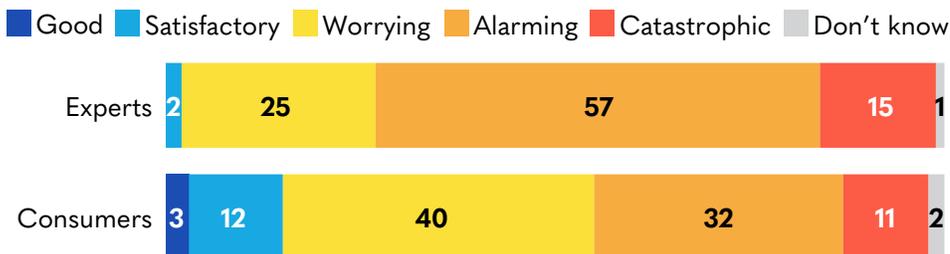
Given nature’s immense economic, cultural, and personal value, one might think we are taking good care of it and doing our collective best to protect this precious resource. In fact, the current state of nature is directly opposed to nature’s immense, multi-faceted value to people, society, and business. The World Wildlife Fund’s *Living Planet Report* reveals an average decline of 69 percent in species populations since 1970.¹¹ **The UK government’s Dasgupta review determined the world’s stock of natural capital has declined by 40 percent per person since 1992.**¹²

The degraded state of nature and biodiversity is a key risk factor for companies and governments around the world. After “climate action failure” and “extreme weather,” **biodiversity loss ranks as the third-most severe risk on a global scale over the next ten years**, according to the World Economic Forum’s *The Global Risks Report 2022*.¹³

Our research confirms that nature’s decline has not gone unnoticed. People and expert stakeholders around the world have a clear sense that nature and biodiversity are in danger. Only 1 percent of experts and 7 percent of consumers feel the state of nature and biodiversity in the world is “good” or “satisfactory.” Rather, **97 percent of experts and 91 percent of consumers view the state of nature in the world as “worrying,” “alarming,” or “catastrophic.”**

Current State of Nature in the World

Expert vs consumer views, 2022



Q. Which of the following best describes your view of the current state of nature and biodiversity in your country and in the world?

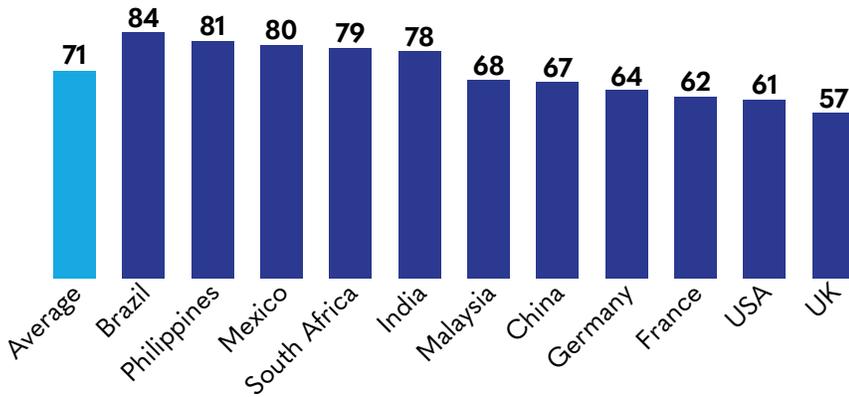
Despite pessimistic views of the state of nature, people are still optimistic about our ability to protect nature and biodiversity. A large majority of people (71%) feel that “we can all make changes to our actions to preserve nature and wildlife for future generations.” This is particularly high in the Global South in markets like Brazil, The Philippines, Mexico, and India. Experts are more guarded: 60 percent are at least “somewhat optimistic” and 21 percent are “mostly” or “very optimistic” about the potential for collective efforts to protect and restore nature.



Consumer Attitudes toward Nature

“We can all make changes to our actions to preserve nature and wildlife for future generations”

Describes my opinions well (6+7), average of 11 countries, 2022

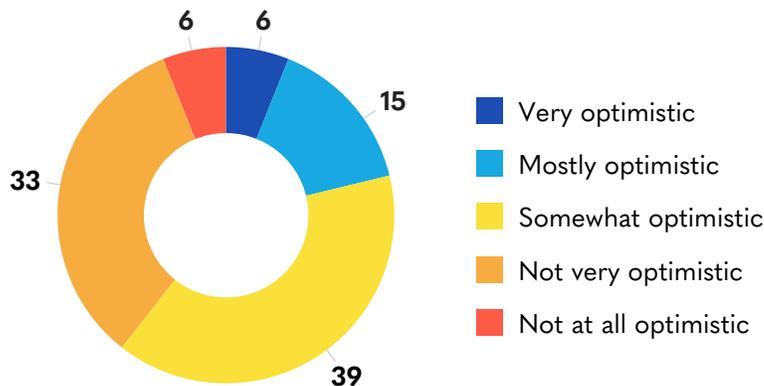


Q. How much do each of the following statements describe you / your opinions? – We can all make changes to our actions to preserve nature and wildlife for future generations.

Please use a scale from 1 to 7, where 1 is “does not describe me / my opinions at all” and 7 is “describes me / my opinions completely.”

Optimism for Collective Efforts to Protect Nature

Expert views, 2022



Q. How optimistic are you about the potential for collective efforts to protect and restore nature?



VI. Key Learnings for Business and Other Sectors to Strengthen Efforts to Protect and Restore Nature

We identified five key lessons that are vital for companies, governments, and other key actors behind the nature agenda to fulfill their roles in protecting and restoring nature and biodiversity:

1. Collaborative, multistakeholder initiatives are vital for protecting and restoring nature and biodiversity – companies have an opportunity to build collaboration into their nature strategies from the outset.
2. Progress on nature requires an integrated approach with both climate strategies and societal initiatives – people are central to nature-based solutions.
3. There is a pressing need for more inclusive approaches to protecting nature, including prioritizing and partnering with IPLCs and other under-represented and vulnerable groups.
4. People want help from business and governments with doing more to protect nature and biodiversity. Business has a compelling opportunity to help people lead more “nature-friendly lifestyles.”
5. There is a growing expectation for companies to embed nature into their business, financial, and policy decisions – from investors to consumers to governments, stakeholders will increasingly call on companies to do more to protect nature and biodiversity.

Many companies are still exploring how they can better integrate nature into their sustainable business strategies and initiatives. There is potential for the near future to become a time of great innovation among business leaders to identify new approaches and good practices for the role of business in protecting nature and biodiversity.

1. Collaborative, multistakeholder initiatives are vital for protecting and restoring nature and biodiversity.

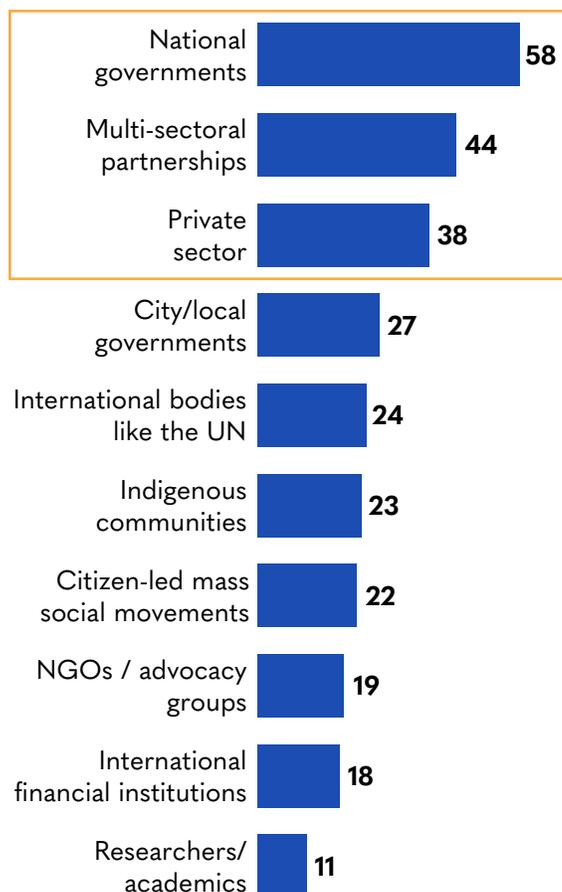
Nature is vital to livelihoods and well-being around the world, and all of us can play an important part in helping to protect and restore nature. On the other hand, both expert stakeholders and people surveyed agree that national governments and the private sector are largely responsible for driving the collective agenda to protect and restore nature and biodiversity.

However, the actors viewed as most responsible for driving the nature agenda are also those viewed by survey respondents as least effective in their efforts to protect nature and biodiversity. Both experts and the public rate the performance of governments and the private sector poorly and well below the performance of other actors. Groups like Indigenous communities and environmental NGOs are seen to perform much better on protecting nature and biodiversity, despite being held the least responsible.



Actors Responsible for Nature Protection

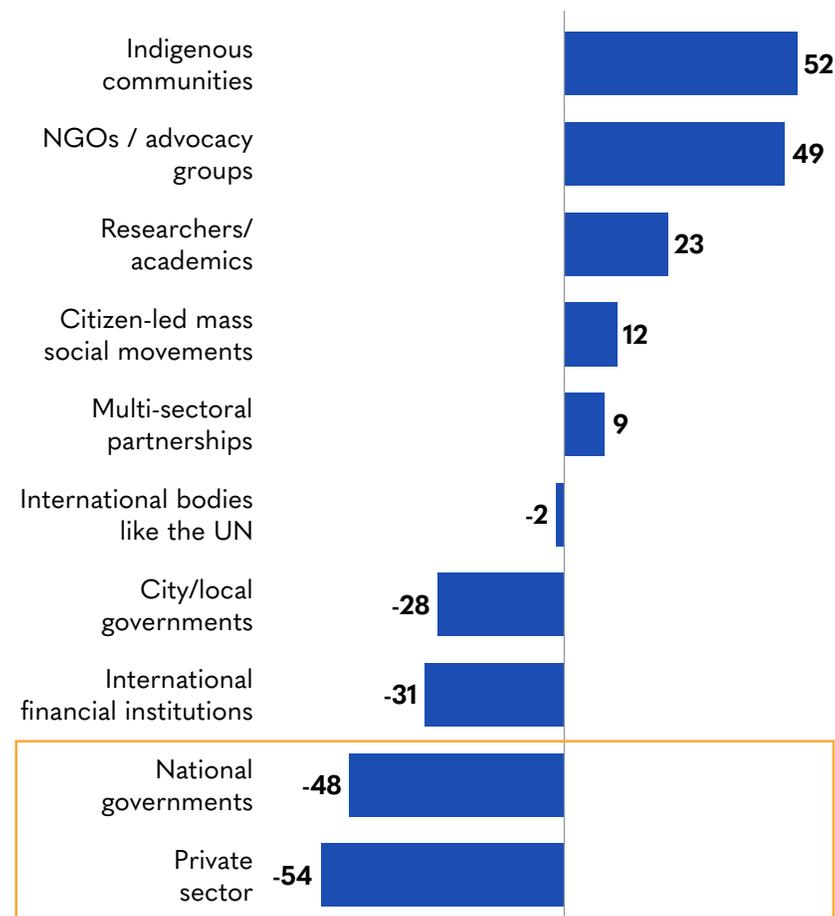
Expert views, 2022



Q. In your opinion, which of the following actors should be leading the nature agenda, i.e., protecting and restoring nature? Select up to three.

Net Performance of Actors on Nature Protection

Expert views, 2022



***"Very good" and "Good" minus "Poor" and "Very poor"*

Q. We would like your impression of how well these actors are doing in protecting nature and biodiversity. Please rate the performance of each actor in protecting nature and biodiversity.

85 percent of experts consider the "lack of government and policy support and incentives" to be an extremely significant barrier to "progress on protecting and restoring nature."

Government policies and regulations play a key role in advancing and holding back progress on protecting nature and biodiversity. A report by Business for Nature and The B Team calls for reforming the US\$1.8 trillion per year of subsidies that are driving the destruction of ecosystems and species extinction.¹⁴ In our consultation, 85 percent of experts consider the “lack of government and policy support and incentives” to be an extremely significant barrier to “progress on protecting and restoring nature.”

This relationship between roles and performance on the nature agenda points to the critical importance of collaboration and collective action to protecting and restoring nature. Governments and companies need to work together alongside NGOs, Indigenous communities, and scientists who have the expertise, knowledge, and capabilities to address nature-related issues in both the local and broader context. Likewise, NGOs and Indigenous communities need the resources, scale, influence, and support of governments and large businesses.

Through the research and interviews with companies and experts, we identified four factors that help to explain why collaboration and collective action are so essential for effectively taking action on the nature agenda. While these criteria apply to other issue areas, they are especially true of nature and biodiversity:

1. **The scale of issues and impact** requires reach, leverage, and influence far beyond operations and borders.
2. **Complex, interconnected systems and integrated solutions** call for collaborative, multi-disciplinary, and diverse approaches.
3. **Expertise and experience needed to find and deliver solutions** will come from diverse and often overlooked places (e.g., IPLCs, Global South, social science).
4. **People and resources on the ground** play a key role in program design, implementation, monitoring, and long-term success.

We also identified four success factors that are especially relevant to collaborating on nature initiatives:

1. **Equal representation and influence** of partner organizations, especially those with less power.
2. **Context-specific approaches** that account for and fit local landscapes and ecosystems and the needs of people using them.
3. **Rights-based approaches** needed for inclusive, “just” solutions and outcomes.
4. **A time horizon** long enough to allow for effective implementation and deliver intended outcomes.



2. Progress on nature requires an integrated approach with both climate strategies and societal initiatives – people are central to nature-based solutions.

To date, much of the work on climate, nature, and human rights has often happened in a siloed fashion. Organizational structures and boundaries tend to discourage rather than promote knowledge-sharing and coordination. Collaboration, integration, and systems change are hard and time-consuming.

However, the relevance and costs of this business-as-usual, disconnected mode of operation are higher than they have ever been. Climate solutions, such as planting trees, that do not account for nature and people are likely to be less effective. Nature initiatives that focus narrowly on forests or water are likely to underperform when it comes to biodiversity and the overall functionality and benefits of a landscape or ecosystem.

84 percent of experts strongly agree that “companies need to take much more integrated approaches to effectively address nature, climate, and social issues.”

“Climate and nature are two sides of the same coin.”

– Christine Lagarde, Managing Director, International Monetary Fund (IMF) at the International Union for Conservation of Nature (IUCN) World Congress, September 2021

Our research reflects this understanding. Expert stakeholders across sectors strongly agree with the need for more integrated approaches to the nature agenda. Eighty-one percent of experts view the “lack of integrated approaches to address the linkages between nature, climate, and social issues” as a barrier to progress on protecting and restoring nature (rating a 4 or 5 on a 5-point scale where 5 is a “very significant barrier”). Still more convincingly, 84 percent of experts strongly agree that “companies need to take much more integrated approaches to effectively address nature, climate, and social issues.”

We identified three areas to help with practically applying more integrated approaches to nature, climate, and social issues and programs:

95 percent of experts agree that “nature-based solutions need to be a key part of companies’ approaches to sustainability.”

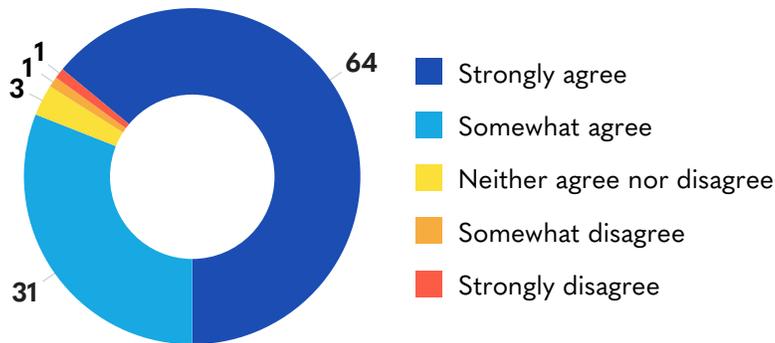
- **Climate and Nature** – Nature-based solutions are an essential tool for climate mitigation, adaptation, and resilience. Climate solutions need to account for nature and biodiversity to maximize an inclusive net gain for people and the environment and avoid harmful byproducts.
- **Landscapes and Ecosystems** – Nature initiatives need to account for and balance a wide variety of competing land uses and benefits. Programs need to be place- and context-based and designed for local conditions.
- **Rights-based and Social Approaches to Nature and Environment** – Peoples’ health, well-being, and livelihoods all depend on nature. IPLCs play a key role in protecting nature and biodiversity. The green economy must be inclusive and equitable.

Ninety-five percent of experts agree (with 64% strongly agreeing) that “nature-based solutions need to be a key part of companies’ approaches to sustainability.”

Views on Nature Priorities and Approaches:

Nature-based solutions need to be a key part of companies' approaches to sustainability.

Expert views, 2022

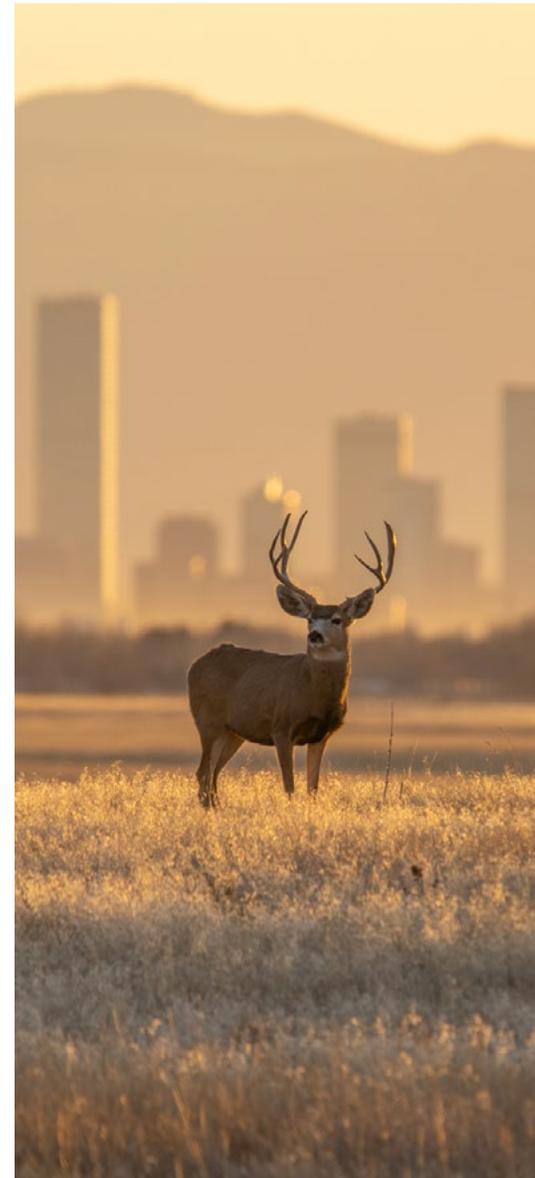


*Q. To what extent do you agree or disagree with the following statements?
– Nature-based solutions (NbS) need to be a key part of companies' approaches to sustainability.*

3. There is a pressing need for more inclusive approaches to protecting nature, including prioritizing and partnering with IPLCs and other under-represented and vulnerable groups.

Like climate change, the burden of nature-related issues and events often falls most heavily on people who are poor, under-represented, and the least responsible for the problems they face. Many IPLCs and much of the world's poor depend heavily on nature for their livelihoods and survival. In cities, poor and marginalized groups are more likely to live in areas with dangerous levels of air and water pollution and higher exposure to extreme weather events and natural disasters.

Nature and biodiversity play a key role in making an inclusive Just Transition to a low-carbon, environmentally friendly economy without leaving people worse off than before. In our research, 92 percent of experts agree (with 69% strongly agreeing) that "protecting and restoring nature is essential for a Just Transition for all."



92 percent of experts agree that "protecting and restoring nature is essential for a Just Transition for all."

There can be many benefits for business and governments from inclusively partnering with IPLCs and other vulnerable and under-represented groups, including:

- Gaining access to IPLCs' deep knowledge and methods for managing nature and adapting to climate and ecological changes;
- Co-creating programs that are better adapted to local conditions and more likely to succeed over time;
- Having partners with ownership and agency on the ground to manage and monitor program implementation; and
- Managing risks and strengthening social license to operate in sensitive areas.

Our interviews with Indigenous community members and expert stakeholders helped us to **develop a set of good practices for working and partnering with IPLCs in ways that respect their rights, knowledge, customs, and practices:**

- Mindful approach to IPLCs as partners rather than beneficiaries; follow their lead and work closely together.
- Invest in thorough due diligence to understand IPLCs' governance, needs, goals, and use of natural resources.
- Engage directly with IPLCs and build long-term relationships that develop trust.
- Make FPIC the foundation for consulting and partnering with IPLCs (FPIC is also a well-regarded tool for engaging with other under-represented and vulnerable groups).
- Build in effective mechanisms for grievances and managing conflicts.
- Advocate for IPLCs with governments and other parties; do not allow governments to speak on behalf of or represent IPLCs.

In our research, 94 percent of experts agree (with 69% strongly agreeing) that "initiatives to protect and restore nature must account for the rights, knowledge, and contributions of IPLCs."



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4. People want help from business and governments with doing more to protect nature and biodiversity. Business has a compelling opportunity to help people lead more “nature-friendly lifestyles.”

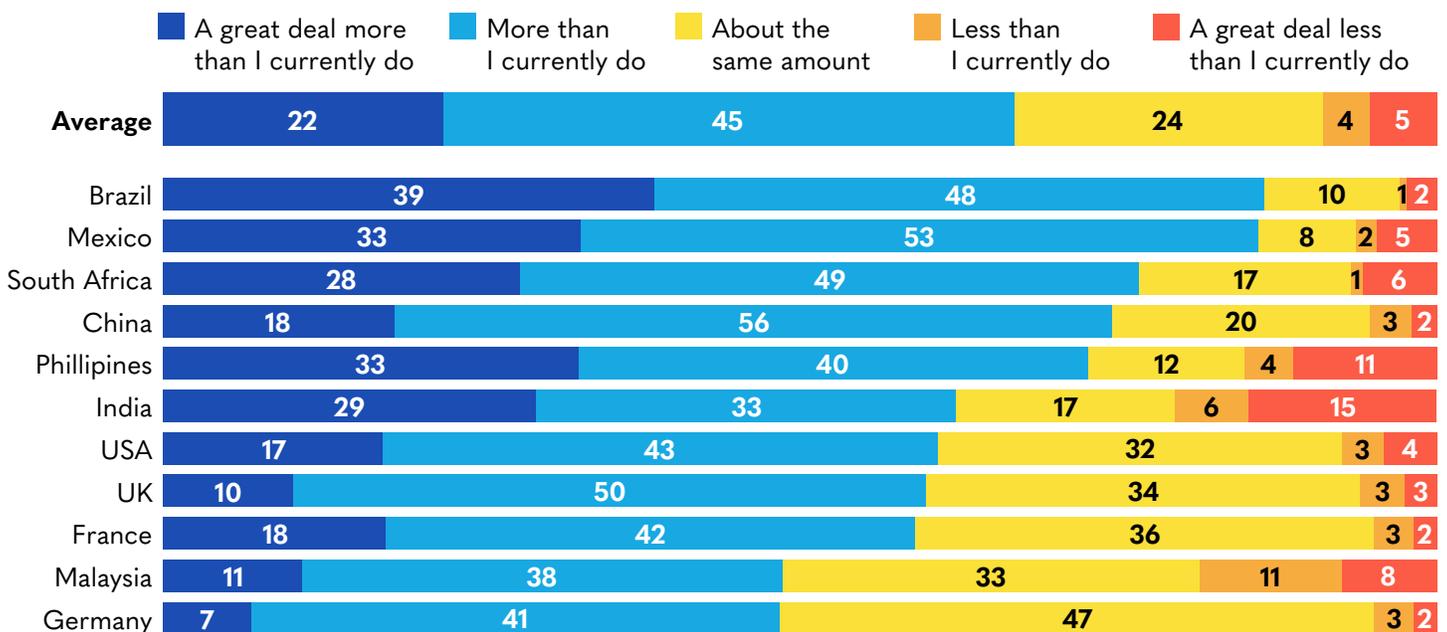
Our research shows that people around the world care deeply about nature and highly value the benefits it provides to their children, personal health, and well-being. They also report a strong desire to help protect nature and biodiversity.

Globally, two-thirds of consumers (67%) would like to do more than they currently do to protect nature and wildlife. In the countries we surveyed, this desire to do more to protect nature and wildlife ranged from 48 percent of respondents in Germany to 87 percent in Brazil. The largest share of people who wish to do “a great deal more than I currently do” comes from the developing economies of Brazil, India, Mexico, the Philippines, and South Africa. In European markets like Germany and France where relatively fewer people expressed interest in doing more to protect nature, they do have high levels of concern about the loss of iconic natural places, natural habitats and ecosystems, and animal and plant species (biodiversity) than other social, economic, or environmental issues.



Desire to Protect Nature and Wildlife

Consumers, by country, 2022

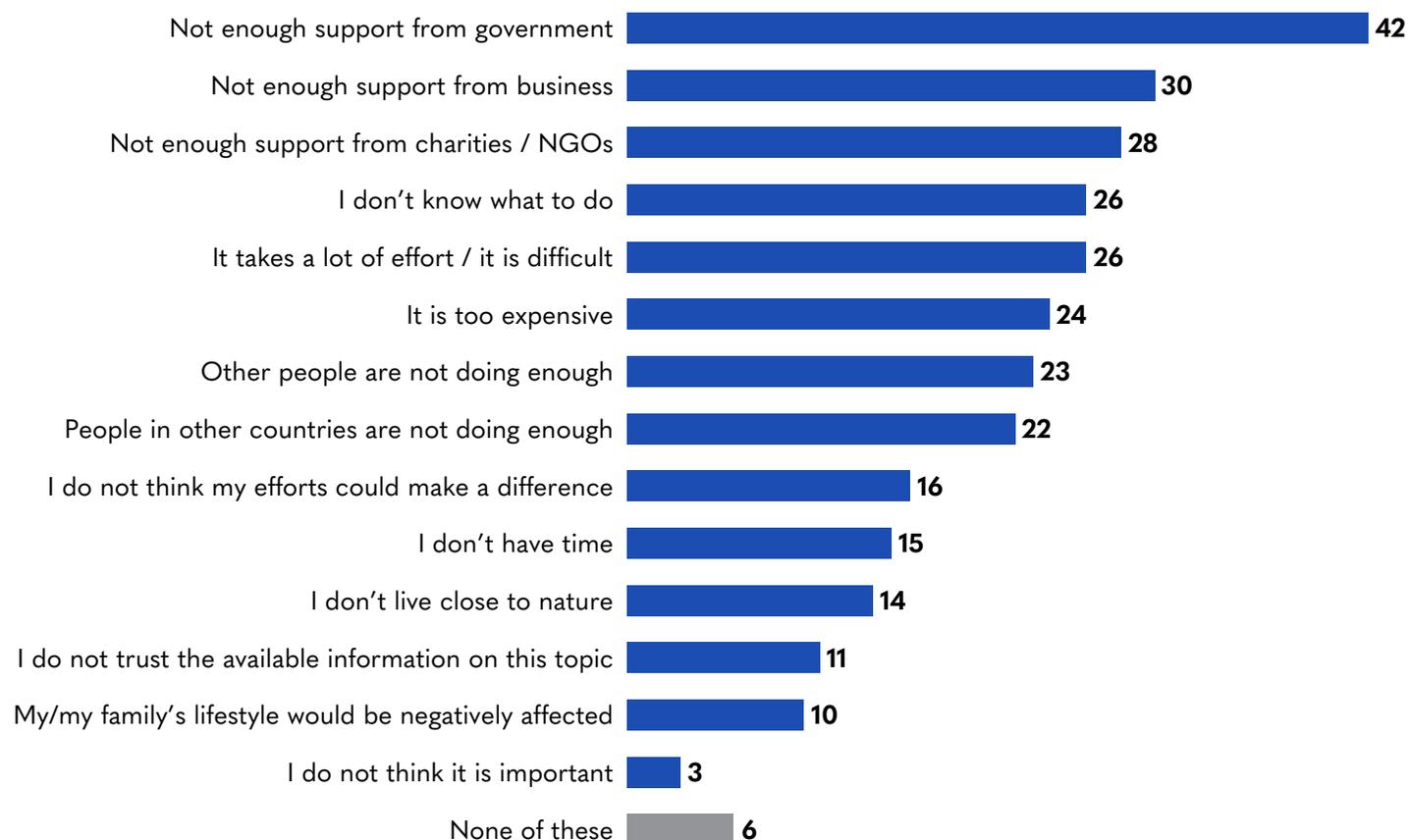


Q. How much more or less would you like to be doing to protect nature and wildlife?

When asked what is holding them back from doing more to protect nature and wildlife, people most often cite the lack of support from the same institutional actors that they also hold most responsible for driving the nature agenda forward. **The top three barriers that people mentioned as preventing them from doing more to protect nature and wildlife were not enough support from: 1) government; 2) business; and 3) charities and NGOs.**

Barriers to Protecting Nature and Wildlife

Total mentions, consumers, average of 11 countries, 2022



Q. Which of the following prevents you most from doing more to protect nature and wildlife? Select up to five.

Our research suggests that one of the most important drivers of corporate leadership on the nature agenda is the perception that companies are helping consumers to live in a nature-friendly way. **This highlights an important opportunity for companies to lead on the nature agenda by helping consumers fulfill their interest in doing more to protect nature and wildlife.** Based on the barriers identified by consumers, a few ways companies might support consumers with doing more to protect nature and wildlife include helping them understand how to meet this need and offering solutions that are convenient and affordable.

Companies can also support and align with customers’ interest in protecting nature by minimizing waste, sourcing sustainably, and advancing the circular economy. When asked about the characteristics that make a product better for nature and wildlife, consumers most frequently selected “made from recycled materials” and “made with minimal waste.” These were closely followed by organic products and products “made from responsibly and sustainably sourced ingredients or materials (e.g., not linked to deforestation).” In Germany and France, “products that can be repaired” was among their top characteristics for why a product is better for nature.

Characteristics of a Product That Is Better for Nature and Wildlife

Total mentions, consumers, average of 11 countries, 2022



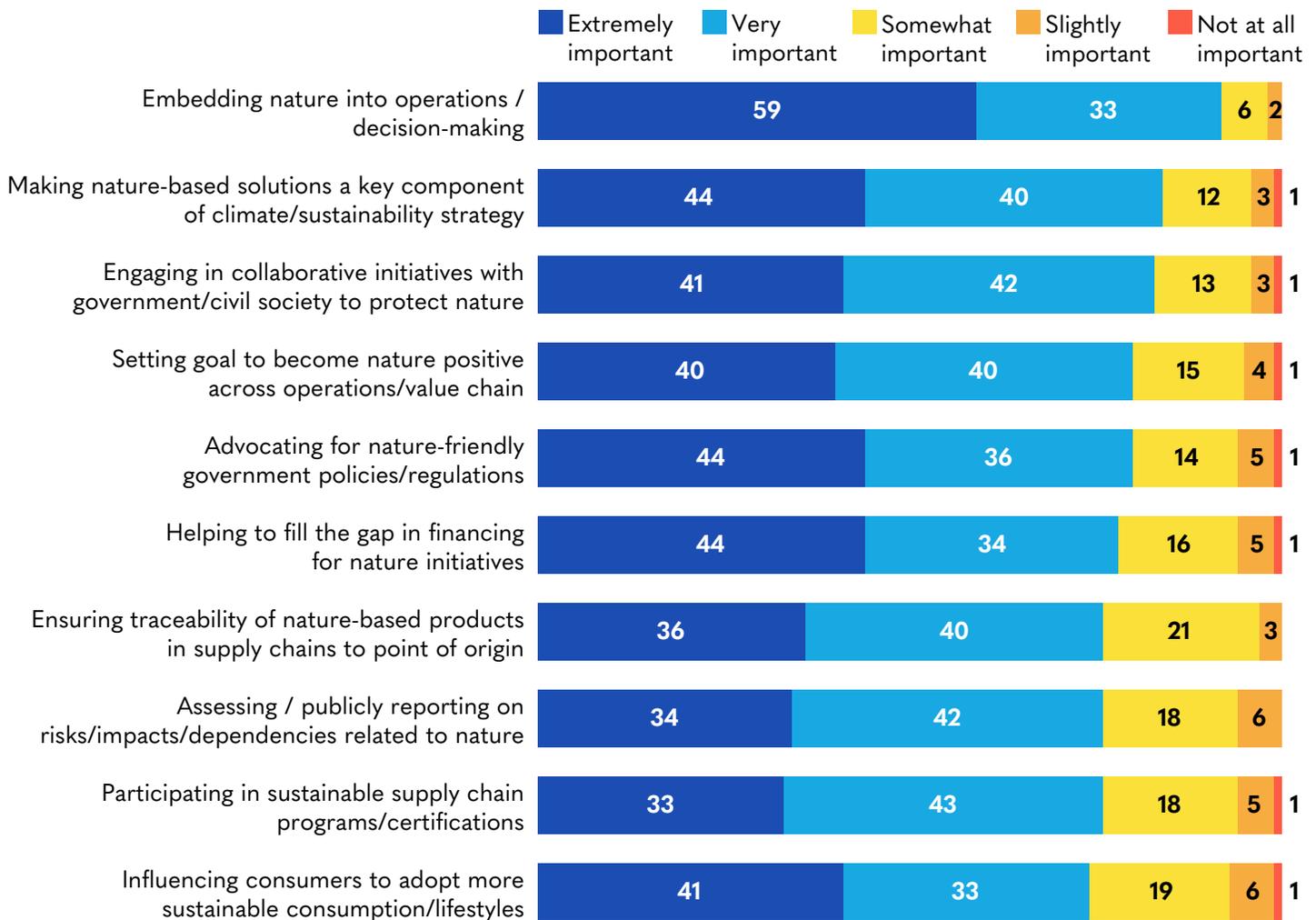
Q. Which of the following characteristics do you think would make a product better for nature and wildlife? Select up to five.

5. Stakeholders increasingly expect companies to embed nature into their business, financial, and policy decisions and call on companies to do more to protect nature and biodiversity.

We asked experts to rate how important ten different actions are for companies trying to make a real difference in protecting and restoring nature. **The action most frequently selected by experts as extremely or very important, by a substantial margin, is “embedding nature considerations into company operations and decision-making” (92%).**

Corporate Approaches to Nature Protection

Expert views, 2022



Q. How important are each of the following approaches for companies that are trying to make a real impact in protecting and restoring nature?

There are a variety of measures that companies can voluntarily take to embed nature's value into their business activities. For example, some companies are already developing integrated financial statements that account for revenues and costs arising from environmental and social impacts and programs. Other key business functions for embedding nature into companies' activities include enterprise risk management, finance, and business planning.

In addition to voluntary initiatives by business, the policy arena plays a key part in helping or hindering companies' efforts to embed the true value of nature in their operations and decision-making.

When asked about specific policy interventions, the one that experts feel would most help advance efforts to protect and restore nature is "market and fiscal mechanisms that force companies to internalize the value of nature." Well-designed policy can also help create a more level playing field for companies rather than penalizing first movers that step up to protect nature and rewarding those that lag behind.

History and recent events show that the world cannot wait for companies to sit back until nature-friendly policies appear. Rather, they need to actively advocate for and support policies that are good for nature and help overcome barriers that hold back progress on the nature agenda. To do so, they may need to confront some challenging tradeoffs in order to protect nature and biodiversity and align with their commitments to sustainability.



VII. Opportunities for Companies to Take Action on the Nature Agenda

There is clearly a strong case for companies to strengthen their efforts to protect and restore nature and biodiversity. Below we offer some opportunities to use the learnings and insights from our research to help inform and enhance companies' strategies, operations, and stakeholder engagement.

1. Strategy and Analysis

- **Assess risks, impacts, and dependencies** on nature and biodiversity across the value chain, product lifecycles, and the company's sphere of influence.
- **Identify and map key stakeholders** with an interest in the company's nature-related issues, impacts, and initiatives.
- **Include nature and biodiversity in materiality assessments** to help identify the importance to external stakeholders and the business, and consider connections between nature, climate, and social issues.
- **Build nature into sustainability and business strategy**, using nature as a lens for strategy, to assess and fill in gaps and develop integrated approaches to related nature, climate, and social issues. Depending on the business, consider nature-related opportunities for innovation, new products, and business models (e.g., nature-based materials, climate solutions, tools for protecting nature, and biodiversity).

2. Operations and Value Chain

- **Ensure nature and biodiversity are part of responsible sourcing practices and supplier sustainability**, including supplier code of conduct, procurement practices and decisions, and supplier capacity building.
- **Integrate nature-related risks and opportunities into finance, business planning, and risk management**, including potential impacts on nature-dependent operations and new business opportunities.
- **Engage consumer-insights, marketing, and product colleagues** on opportunities for tapping into consumers' interest in protecting nature and helping them live in more nature-friendly ways.
- In certain industries, **consider how nature-related issues can help drive innovation and business growth**, including the development of nature-based product offerings and solutions to address nature-related issues for customers.

3. Collaboration and Advocacy

- **Develop narratives and messaging** for engaging external and internal stakeholders on nature-related issues and initiatives.
- **Support and actively participate in multi-stakeholder initiatives** that are driving the nature agenda, including Science-based Targets for Nature, Business for Nature, and the Taskforce on Nature-related Financial Disclosures (TNFD).
- **Develop and contribute to cross-sector partnerships** to protect and restore nature and biodiversity by collaborating with governments, NGOs, communities, scientists, and other companies.
- **Advocate for nature-friendly policies** with governments, industry associations, and other influential actors.

VIII. Closing

Nature is fundamental to economic activity, social progress, and public health. Our research shows that people around the world understand how important nature is to society and their own personal lives.

The institutions with the most responsibility and influence for safeguarding nature must take note and act on this reality. Nature has been sidelined and overlooked for far too long. Issues that are deeply interconnected have typically been siloed and isolated.

A key factor has been the lack of recognition and support for the people whose livelihoods and welfare depend most directly on nature and who bear the greatest risks and consequences of nature's decline. Local communities and Indigenous peoples are the front lines of impacts from the loss of nature and climate change.

There is an urgent window of opportunity to change course and fully commit to the collaboration and collective action that will be critical for protecting nature and biodiversity going forward. Government and business must be leaders in developing solutions and mobilizing partners to implement them at scale. To ensure all of society benefits, they must take much more inclusive and integrated approaches to addressing deeply interconnected nature, climate, and social issues.

There is a great need and opportunity for companies that want to lead on the nature agenda. Business leaders have a key role to play in recognizing the value of nature and biodiversity and taking action to protect and restore them through their operations and value chains. In return, companies large and small stand to gain by protecting a key source of business value, advancing sustainable development, and responding to the interests of key stakeholders from governments and communities to employees and investors.



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About GlobeScan

Thank you for picking up this report. If you are interested in the Nature Agenda and exploring ways to further advance this strategic imperative, or just want to learn more about GlobeScan, get in touch!

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