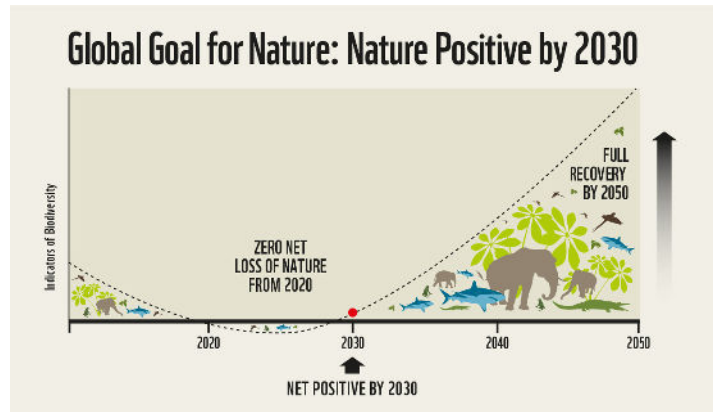


## Principles for Nature Positive Measurability

“Nature-positive” means halting and reversing nature loss by 2030, measured from a baseline of 2020. It was developed and defined by the Global Goal for Nature Group in 2020 as the umbrella goal for the post-2020 Global Biodiversity Framework (GBF), and is described in a series of white papers<sup>1, 2, 3</sup>). It is also summarized in the following graph:



Nature positive is proposed as a **global** objective – the intended state of the world’s biodiversity and ecosystems—as a result of effective implementation of the GBF. Measurement of nature-positive at that scale will require (at least) the application of the indicators for Goal A (ecological outcomes) in the GBF draft monitoring framework. However, many institutions are starting to use nature-positive to define outcomes at different scales – chiefly the business/enterprise level, but also at the project level. More momentum is needed at the national and global level to develop approaches to measuring nature-positive at those scales.

The GG4N encourages the use of nature-positive as the ultimate objective of transforming sectors or companies or even individual behavior. At the same time, the GG4N urges claimants to avoid over-stating their case. Generally, an individual entity, geography or even country can only *contribute* to a global nature positive outcome at this point in time; much work is needed to see if it possible for a company to one day make a claim that they are nature-positive with differing views as to whether this is possible<sup>4</sup>. As a further elaboration of the nature-positive

<sup>1</sup> The Measureable Nature Positive Goal for the CBD

[https://f.hubspotusercontent20.net/hubfs/4783129/NDNP/PDFs/Measuring%20Nature%20Positive%20Goal\\_Final\\_2022.pdf](https://f.hubspotusercontent20.net/hubfs/4783129/NDNP/PDFs/Measuring%20Nature%20Positive%20Goal_Final_2022.pdf)

<sup>2</sup> Locke et. al. (2021). A Nature-Positive World: The Global Goal for Nature

<https://f.hubspotusercontent20.net/hubfs/4783129/Nature%20Positive%20The%20Global%20Goal%20for%20Nature%20paper.pdf>

<sup>3</sup> A Global Goal for Nature: Nature Positive by 2030

<https://f.hubspotusercontent20.net/hubfs/4783129/NDNP/PDFs/Global%20Goal%20Nature%20Positive%202030%20v11092020.pdf>

<sup>4</sup> How business and finance can contribute to a nature positive future now. White Paper. October 2022

[https://static1.squarespace.com/static/5d777de8109c315fd22faf3a/t/634d83b8e5d4747f24935a8c/1666024380378/Nature+Positive+Discussion+Paper\\_Final.pdf](https://static1.squarespace.com/static/5d777de8109c315fd22faf3a/t/634d83b8e5d4747f24935a8c/1666024380378/Nature+Positive+Discussion+Paper_Final.pdf)

concept, and for discussion, we propose the following core principles for how such contributions should be assessed:

**GENERAL PRINCIPLES RE NATURE POSITIVE CLAIMS FOR OUTCOMES (all scales)**

1. Claimants should avoid over-stating their case: Individual entities, geographies or even countries can only *contribute* to a global nature positive outcome.
2. Claims of nature-positive contributions must have clear metrics and indicators.
3. Metrics must incorporate all relevant components and aspects of nature; all material impacts must be covered.
4. Must demonstrate effectiveness of nature positive action by showing improvement in ecosystem extent and integrity outcomes.
5. Nature-positive actions must not mask underlying large footprints; i.e. the mitigation hierarchy should be strictly adhered to, and where possible a form of double entry book-keeping should reflect the net and gross impacts.
6. Metrics must include an assessment of nature's contributions to people (ecosystem services).
7. Claims for positive actions must be commensurate with type and scale of impact.
8. Be measurable against a fixed reference point aligned with the post-2020 Global Biodiversity Framework.

**NATIONAL SCALE (additional to general principles)**

1. Countries should track both drivers and ecological outcomes and ensure activities are informed by the state of nature.
2. Countries must account for cross-boundary impacts and other externalities – e.g. trade/export of impacts.

**BUSINESS/ENTERPRISE STRATEGIES AND CONTRIBUTIONS (additional to general principles)<sup>5</sup>**

1. Demonstrate nature-positive contributions across the entire value chain.
2. Have buy-in throughout the entire organization (not just sustainability departments).
3. Metrics should support alignment and public-private exchange and use of government and corporate nature-related data as well as incorporation of business reporting data into national reporting to CBD.

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<sup>5</sup> Considerable work has already been done on enterprise-level metrics (cf. GG4N Nature Positive Taxonomy, Zu Ermgassen preprint (2022) and BfN (2022) papers.) GG4N may wish to endorse the guidance in one or more of these publications.