



*Biodiversity and Climate Action:  
How COP15 Could Inform Your Company's Climate Strategy*

November 7th, 2022

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Organic India  
Organic Valley  
Organically Grown Co  
Oryana Food Cooperative  
Outpost Natural Foods  
PCC Community Markets  
Perfect Supplements  
Pilgrim's Market

Presence Marketing  
Pure Strategies  
The Republic of Tea  
River Valley Co-op  
Rogue Creamery  
Saffron Road  
Spoiler Alert  
Stonyfield  
Straus Family Creamery  
SunOpta  
Sunsoil  
Sweet Additions  
Thrive Market  
TIG Brands  
Tiger Cool Express  
Traditional Medicinals  
Trayak  
UNFI  
Vanguard Renewables  
White Leaf Provisions  
Whole Foods Market  
WishGarden Herbs  
Wolf & Associates, Inc.



“In delivering on biodiversity, we deliver on climate, on pollution, on the UN Decade of Ecosystem Restoration, and on the food and energy system transformation. So let us ensure that this COP will be remembered as the moment we finally set our societies and economies on the path to rebuilding the biodiversity upon which we all rely.”

Inger Andersen - UN Under-Secretary-General  
and UNEP Executive Director

# SPEAKERS



**Caitlin Oleson**  
Director of Operations & Programming,  
Climate Collaborative



**Colleen Corrigan**  
Senior Sustainability Advisor,  
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**Amy Senter**  
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**Cheryl Baldwin**  
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and Marketing and Business  
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Pure Strategies



**Sebastian Bekker**  
Senior Programme Officer,  
UN Environment Programme  
World Conservation Monitoring Centre  
(UNEP-WCMC)



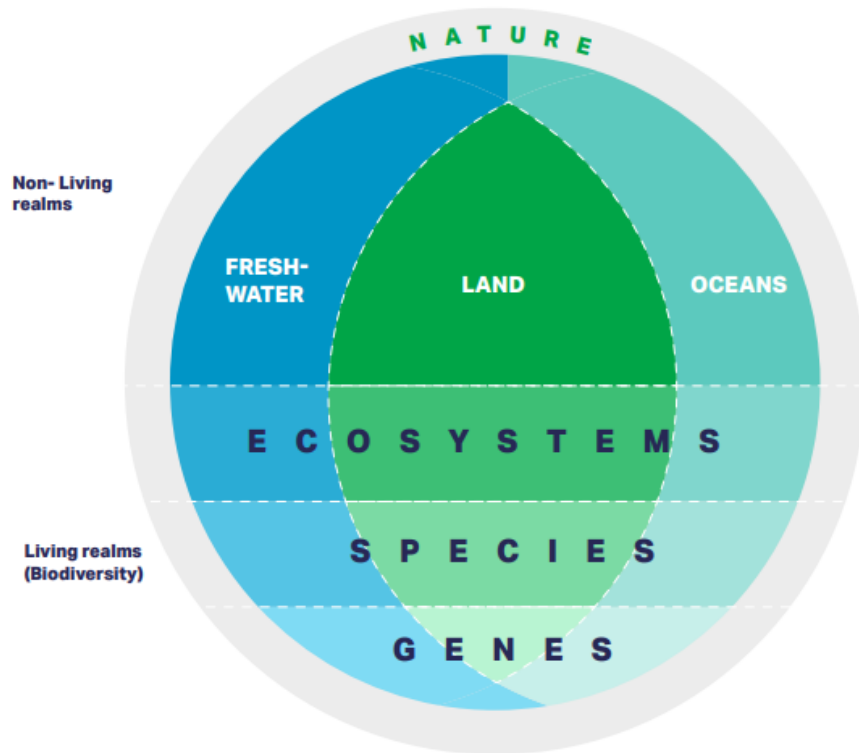
## **WBCSD Nature Action**

**Nature introduction**



# What is Nature and what is our goal?

Nature comprises **all living entities (which means biodiversity)** and their **interactions** with other **living or non-living physical entities (which are the realms of nature)** and **processes**.



*Embracing a Global Goal for Nature* launched, including WBCSD, identifying the level of ambition needed to achieve a nature-positive world.

Three measurable temporal objectives:

- zero net loss of nature from 2020
- net positive by 2030, and
- full recovery by 2050.

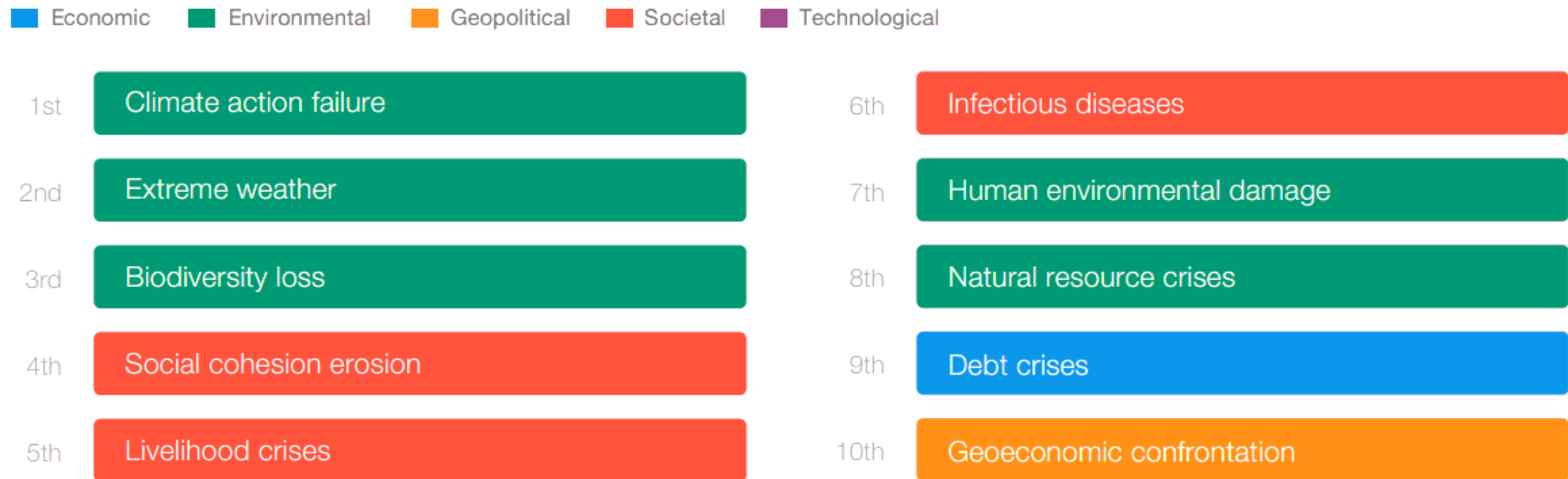
In short: **more nature by 2030 than in 2020.**



**The Global Goal for Nature is a system-level goal for all stakeholders, with business playing a role as part of the broader system.**

# The Global Risks Report 2022

The most severe risks on a global scale over the next 10 years



Source: [World Economic Forum Global Risks Perception Survey 2021-2022](#)



# What does Nature Positive mean for business?

# WBCSD Vision 2050: Time to Transform



## IMPERATIVES

*All companies must NOW implement ambitious strategies and actions to **become net-zero, nature positive** and contribute to an equitable society.*

## PATHWAYS

*It is the collective action in value-chains by companies that will drive the **system transformations** we need.*

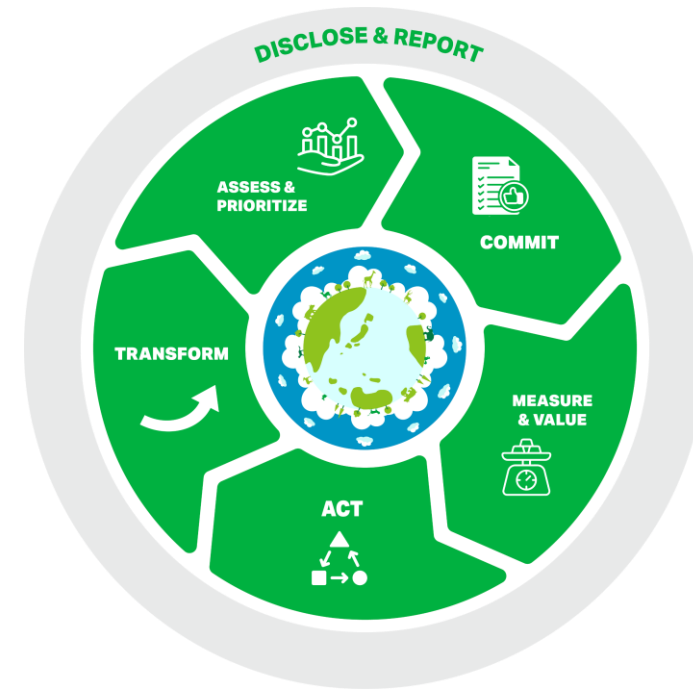
## REDEFINING VALUE

*The redesign of engagement between companies and the capital markets is the critical lever to **accelerate transformation**.*

# What does **nature-positive** mean for business?

The “building blocks” help business understand the implications of the Global Goal for Nature and identify relevant frameworks and tools to adopt.

Together, these “building blocks” guide businesses to act now to halt and reverse nature loss, and credibly contribute to a nature-positive world, with positive impacts outweighing negative impacts on nature from 2030 onwards.



## **ASSESS & PRIORITIZE**

Assess realms of nature (biodiversity, freshwater, land, oceans) potentially relevant to operations and the value chain, and prioritise impacts, dependencies and opportunities for regeneration.

## **COMMIT**

Set a baseline\* and commit to ambitious, time-bound, science-informed goals and targets to both halt and reverse the loss of nature.

\*The Global Goal for Nature suggests a baseline of 2020 for zero net loss of nature

## **MEASURE & VALUE**

Use validated, inter-related indicators to measure nature outcomes that inform decision-making.

## **ACT**

Systematically apply the mitigation hierarchy within and beyond corporate operations to reduce pressures and have positive contributions across your value chain.

## **TRANSFORM**

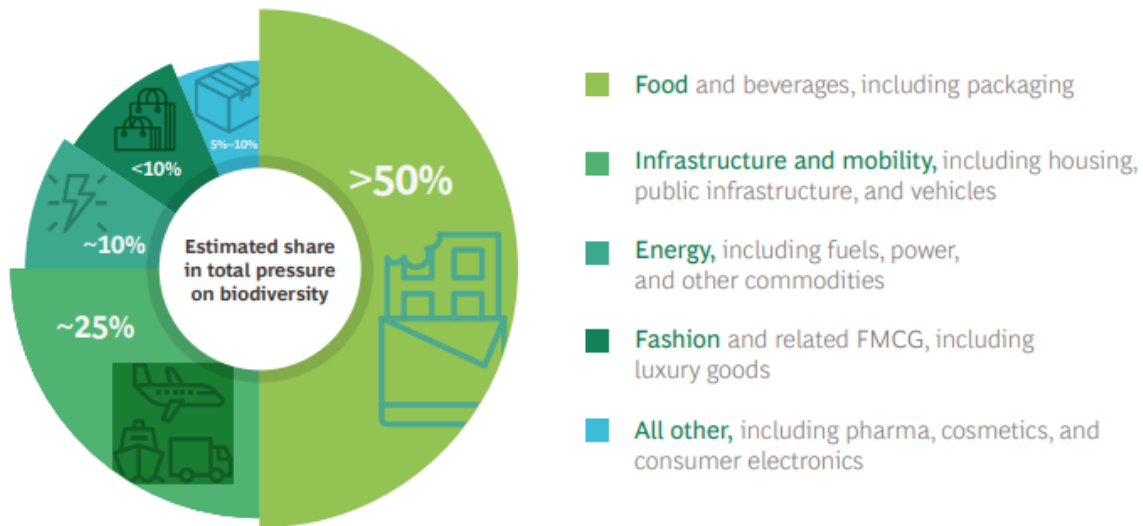
Collaborate to achieve nature-positive outcomes across all spheres of control and influence, including policy, financing and capacity building.

## **DISCLOSE & REPORT**

Prepare to disclose material nature-related information.

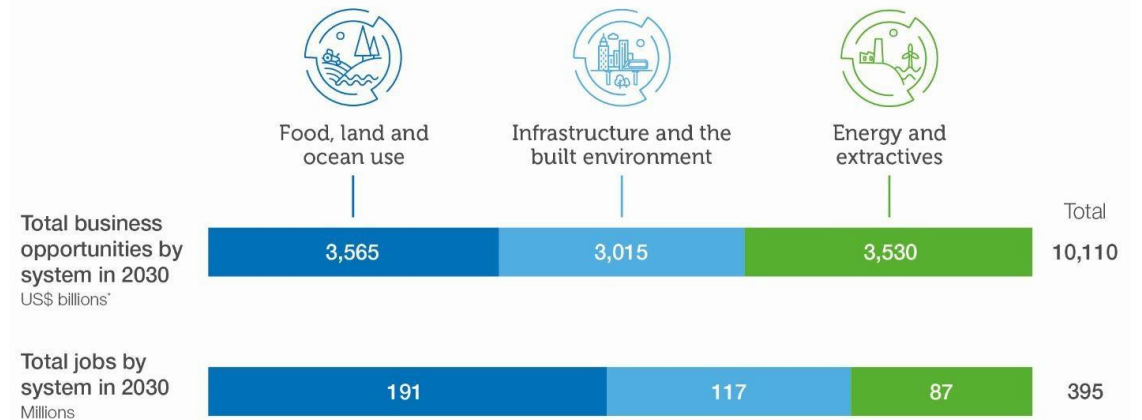
# System and sector impacts and opportunities

Four major value chains account for about 90% of pressure on biodiversity, which map to three broader socio-economic systems that deliver significant business opportunities



Source: Boston Consulting Group (BCG) (2021) [\*The Biodiversity Crisis Is a Business Crisis\*](#)

15 transitions in the three socio-economic systems could deliver \$10.1 trillion of annual business opportunities and 395 million jobs by 2030



\*Based on estimated savings or project market sizing in each area. These represent revenue opportunities that are incremental to business-as-usual scenarios. Where available, the range is estimated based on analysis of multiple sources. Rounded to nearest US\$5 billion.

SOURCE: Literature review; Market research; Expert interviews; AlphaBeta analysis

Source: World Economic Forum (2021) [\*New Nature Economy Report Series\*](#)

# Assessing potentially material **impacts** and **dependencies**

The screenshot shows the ENCORE web application interface. At the top, there's a navigation bar with the NCFA logo and the ENCORE title. Below this is a header section with the title "ENCORE (Exploring Natural Capital Opportunities, Risks and Exposure)" and a brief description. The main content area features three filter sections: "1. Sector" with a dropdown menu, "2. Sub-industry" with a text input field containing "chemical" and a dropdown menu, and "3. Production process" with a dropdown menu. Below these filters, there's a section titled "Ecosystem services" with a list of categories: "Direct Physical Input (5)", "Enables Production Process (6)", "Mitigates Direct Impacts (4)", and "Protection from Disruption (6)".

**ENCORE** identifies how businesses across all sectors of the economy **potentially depend and impact on nature**, and how these potential dependencies and impacts might represent a business risk.

List of impacts and dependencies available for 3 levels:

- Sector
- Sub-industry
- Production processes

**Reference:** Natural Capital Finance Alliance (n.d.). ENCORE (Exploring Natural Capital Opportunities, Risks and Exposure tool), in partnership with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC), the Swiss State Secretariat for Economic Affairs (SECO) and the MAVA Foundation.

<https://encore.naturalcapital.finance/en>

# Potentially **high\*** material impacts – diversified chemical production

Value chain stages	SBTN's pressure categories	Pressure*	Key impacts	Activities that cause impacts (examples)
<b>Chemical production processes</b> (polymerization, vulcanization, incomplete combustion)	Terrestrial ecosystem use	H	Habitat degradation & biodiversity loss	Use of petroleum products in high temperatures and pressures increases likelihood of explosion and fire.
	Water use	VH/H	Depletion of water levels	Water intensive processing steps such as pelleting, cooling and gas quenching.
	GHG emissions	H	Increased GHG concentration	Emission of gases during combustion processes, and high energy needs for processes.
	Non-GHG air pollutants	H/M	Habitat degradation	Harmful air pollutants are emitted during production processes (e.g. PM2.5, PM10, VOCs, NOx, SO2, CO).
	Water pollutants	H/L	Depletion of aquatic ecosystems	With use of aqueous caustic scrubs in production, wastewater is polluted with chemicals such as nickel, ethylbenzene, ethylene oxide benzene.
	Soil pollutants	H/L	Habitat degradation & biodiversity loss	Wastewater is polluted with chemicals such as nickel, ethylbenzene, ethylene oxide benzene, and can pollute nearby soils.
	Solid waste	H	Habitat degradation	Manufacturing production processes lead to creation of large volumes of solid waste.
	Disturbances	H	Habitat degradation	Any processing needing outdoor light and large machinery causing noise.

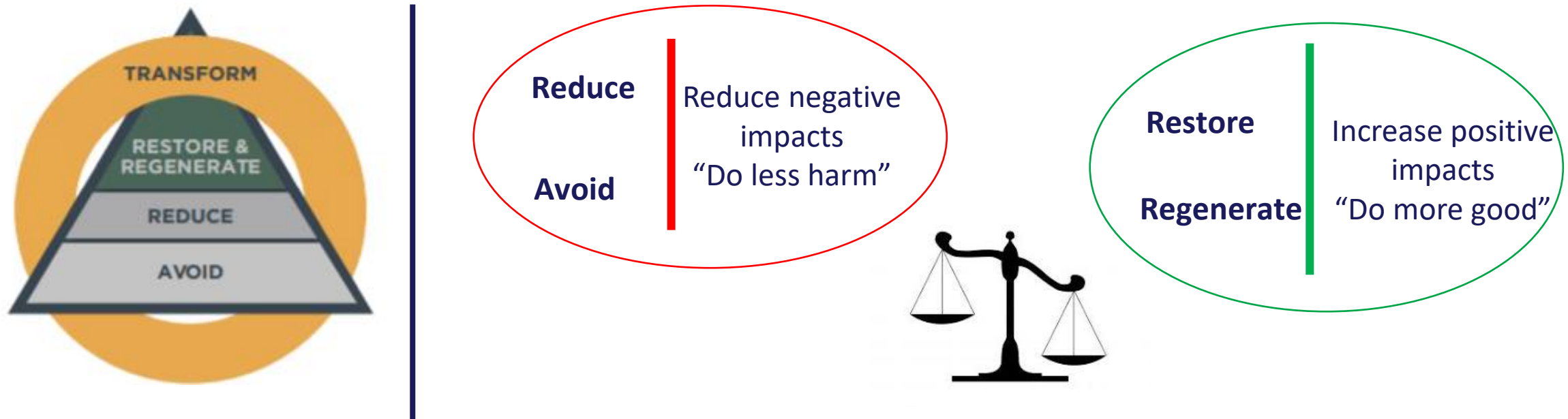
Summary of information in [ENCORE](#), checked against [CEFIC guidance on BES](#)

\* Excluding "medium or low" pressures



# Commit – Business contributions to a nature positive world

Set a baseline and commit to ambitious, time-bound, science-informed goals and targets to both halt and reverse the loss of nature.



**"Nature Positive"** is not a company-level objective (like net-zero in the climate space) but a **collective societal goal** towards which all companies can (must) contribute.

# Key takeaways

To address the scale and urgency of **nature loss**...

- **Address climate & nature together with Net Zero, Nature Positive** action, guided by reinforcing science-based targets for priority impacts and dependencies.
- **Invest in high-quality nature-based solutions** that are positive for nature, climate and people.
- Conventional and sustainable approaches only get us so far. **Restorative and regenerative approaches are required for full recovery.**
- **Embed the value of nature in decision-making**, redirecting financial flows away from nature-negative outcomes.
- **Expand action beyond site-level** to identify pressures across consumption and production value chains – uncover impacts and dependencies you are not considering yet.
- Don't wait for perfect – **start now**, be a leader, and put in place “no regret actions”.

# Available resources



Building blocks infographic



Practitioners Guide



Trends & insights on corporate reporting

# Time to Transform.



Geneva, Amsterdam, Beijing, Delhi, London, New York, Singapore



# What's coming up at COP15 that might be of interest to business?

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# What is UNEP-WCMC?

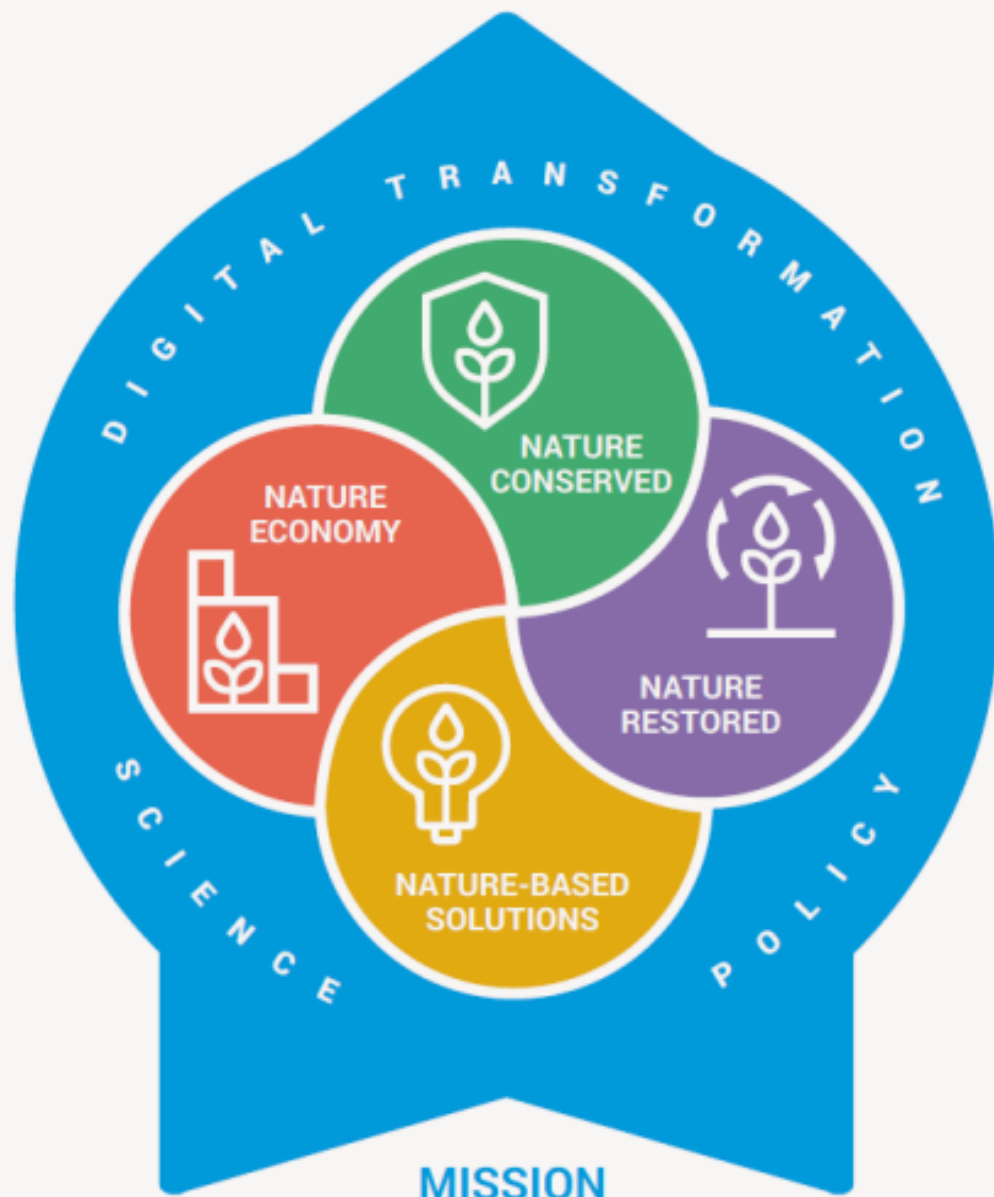
UNEP-WCMC is a global Centre of excellence on biodiversity. We operate as a collaboration between the UN Environment Programme and the UK-registered charity WCMC.

Host or co-host:

- Proteus Partnership
- Biodiversity Indicators Partnership
- Integrated Biodiversity Assessment Tool (IBAT)
- Exploring Natural Capital Opportunities, Risks and Exposure (ENCORE)

**VISION 2050**

Living in harmony with nature



We develop knowledge and capacity  
for a nature-positive world



# The Convention on Biological Diversity (CBD)

## The 15<sup>th</sup> Conference of the Parties to the Convention on Biological Diversity (CBD COP15)

- Described as 'Paris moment for Nature'

## Post-2020 Global Biodiversity Framework

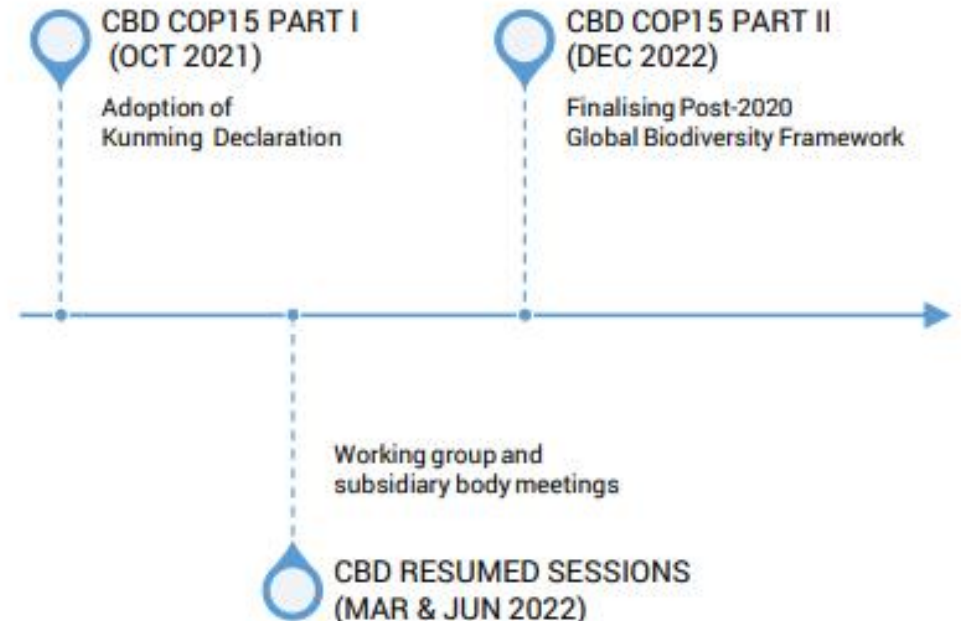
- Relevant targets to cover:
  - Minimising impact of climate change on biodiversity
  - Businesses to measure and report dependencies and impacts
  - Reducing negative and increase positive impacts
  - Ensure areas under agriculture, aquaculture and forestry are managed sustainably

## Businesses call for a transformative Post-2020 Global Biodiversity Framework at COP15

More than 330 business and finance institutions from 52 countries are calling for

**Mandatory requirements for all large businesses and financial institutions to assess and disclose their impacts and dependencies on nature by 2030**

MAKE IT MANDATORY

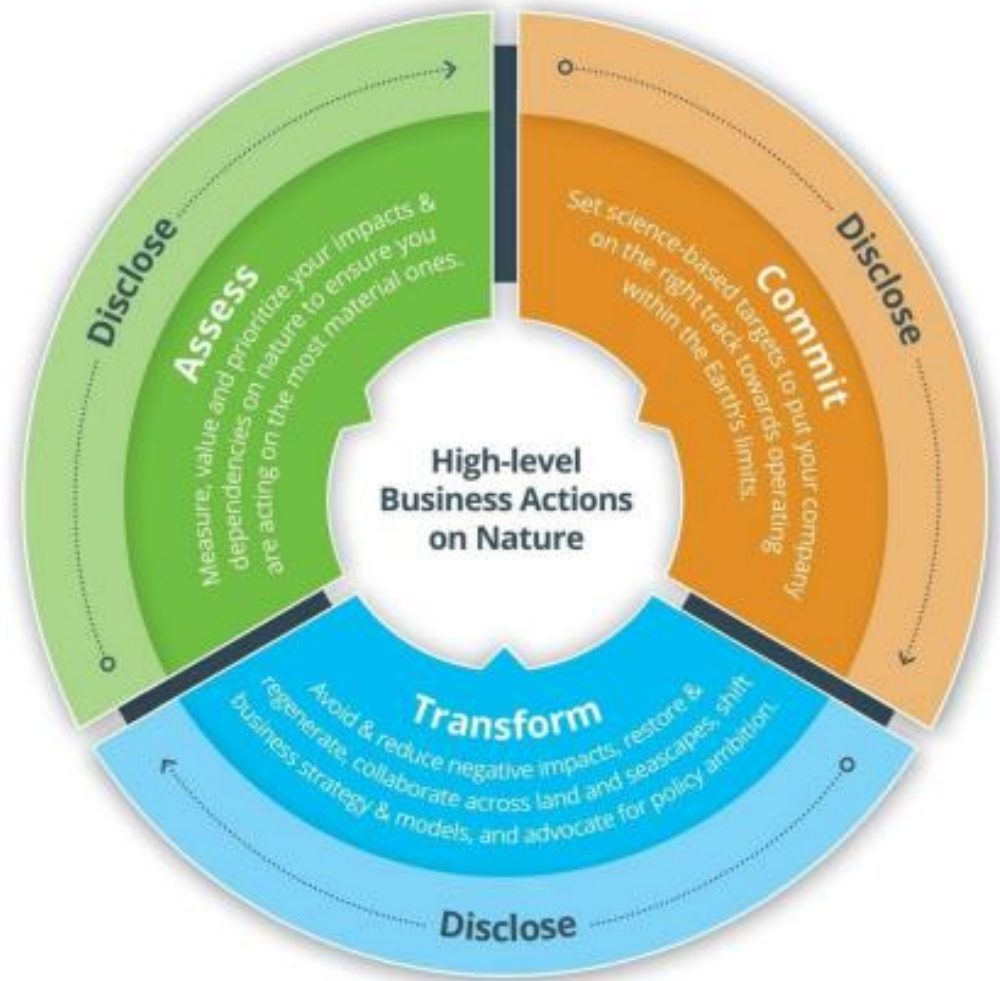


# Target 15: Businesses to measure and report dependencies and impacts

Important role of evolving nature initiatives:

- Taskforce for Nature related Financial Disclosure
- Science based Targets Network
- Global reporting Initiative biodiversity standard
- EU Corporate Sustainability Reporting Directive
- etc.

Efforts to align corporate assessment and reporting and provide clarity on metrics





# Indicators and metrics relevant to business

Monitoring framework also under development

Covers:

- Headline indicators
- Component indicators
- Complementary indicators

All relate back to 4 goals and 21 targets

UN@ WCMC  
worldwide  
group work

[Headline Indicators](#) [Component Indicators](#) [Complementary Indicators](#) [About](#) [Glossary](#) [Submitted Views](#)

Indicators for the post-2020 global  
biodiversity framework





# Opportunities for business at CBD COP15

## Action Zone:

- Small events 8<sup>th</sup> -11<sup>th</sup> and 15<sup>th</sup> -16<sup>th</sup> Dec
- Major events 9<sup>th</sup> -11<sup>th</sup> Dec

Business and Biodiversity Forum: 12<sup>th</sup> -13<sup>th</sup>  
Finance Day: 14<sup>th</sup>

Offsite programme: workshops and special events 8<sup>th</sup> - 16<sup>th</sup>

## Multiple sessions planned, broadly covering:

- Why the Global Biodiversity Framework is important for business
  - Discussion on mandatory disclosure
  - Approaches for businesses to combine climate & nature thinking
- 







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## Contact:

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SOLUTIONS FOR A SUSTAINABLE FUTURE

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Corporation

Businesses engaging in biodiversity and climate actions  
Nov 7, 2022



Pure Strategies has been providing **sustainability expertise** to leading companies for 25 years.

Food and Beverage



Retail



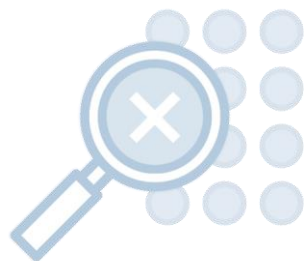
Apparel



Consumer Products



# Our advisors help companies build nature and biodiversity into their business strategy.



## ➤ Explore

- **Identify value chain geographic connections hotspots and priorities for biodiversity dependencies and impacts.**



## ➤ Define

- **Define science-based targets for nature and strategies that avoid, reduce, restore, regenerate, and transform.**



## ➤ Activate

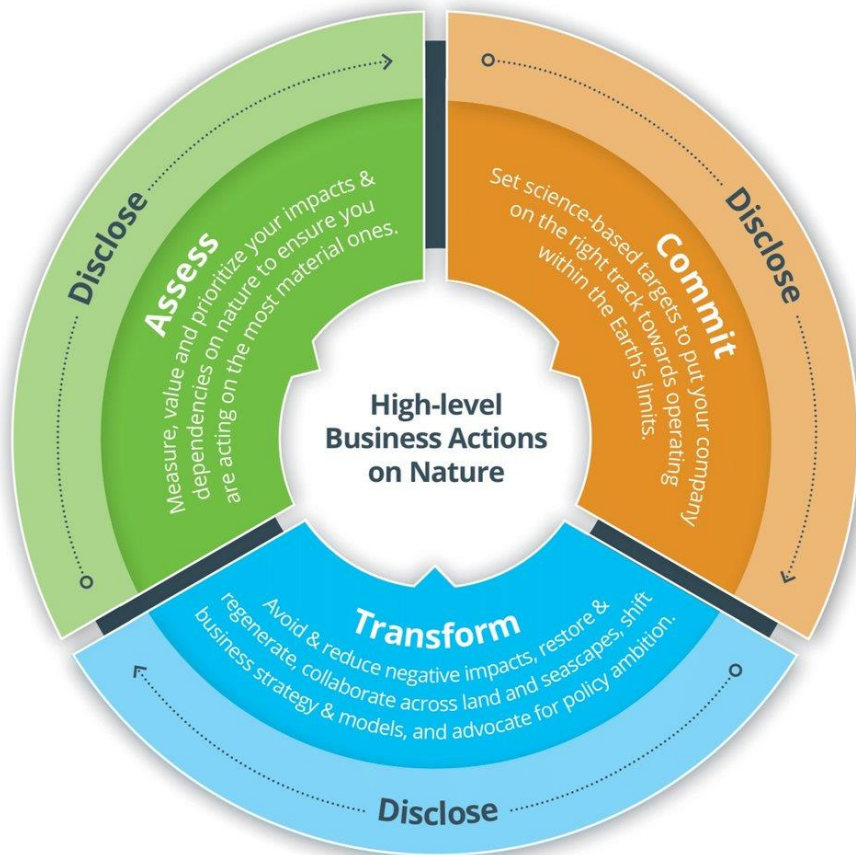
- **Activate programs and partnerships to protect and support a nature-positive future.**



Self Assessment Tool to Set Science Based Targets for Nature



A diversity of clients/projects reflect a broad spectrum of nature-related business actions.



Client #1. Supporting value chain **assessment** in process to set science-based nature target

Client #2. Assisting with goal development and **commitments** (TAZO example)

Client #3. Exploring biodiversity **investment opportunities** and **metrics** to track outcomes

Client #4. Identifying biodiversity strategy to **transform** company leadership across supply chain and in sector

Client #5. Enhancing **monitoring and reporting** on nature in supply chain

Client #6. Helping client to **clarify biodiversity expectations** from regenerative ag partners

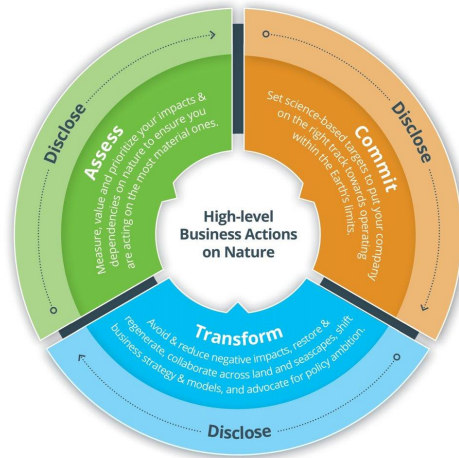
<https://www.businessfornature.org/high-level-business-actions-on-nature>

Illustration of a company's approach shows inclusion of climate and nature goals.

# TAZO *REGENERATIVE* (Excerpt of commitments, emphasis added)

## Nature: Nourishing our natural resources

- By 2023: Ensure our priority materials (e.g., tree fiber, sugar, tea) are sourced from suppliers that have eliminated deforestation from their supply chains
- By 2026: Protect, enhance, or regenerate more land, forests, and oceans than needed for our business
- By 2029: Ensure our tea and key ingredients (comprising at least 80% of TAZO's ingredient volume) meet our regenerative agriculture standards



## Climate: Racing to zero

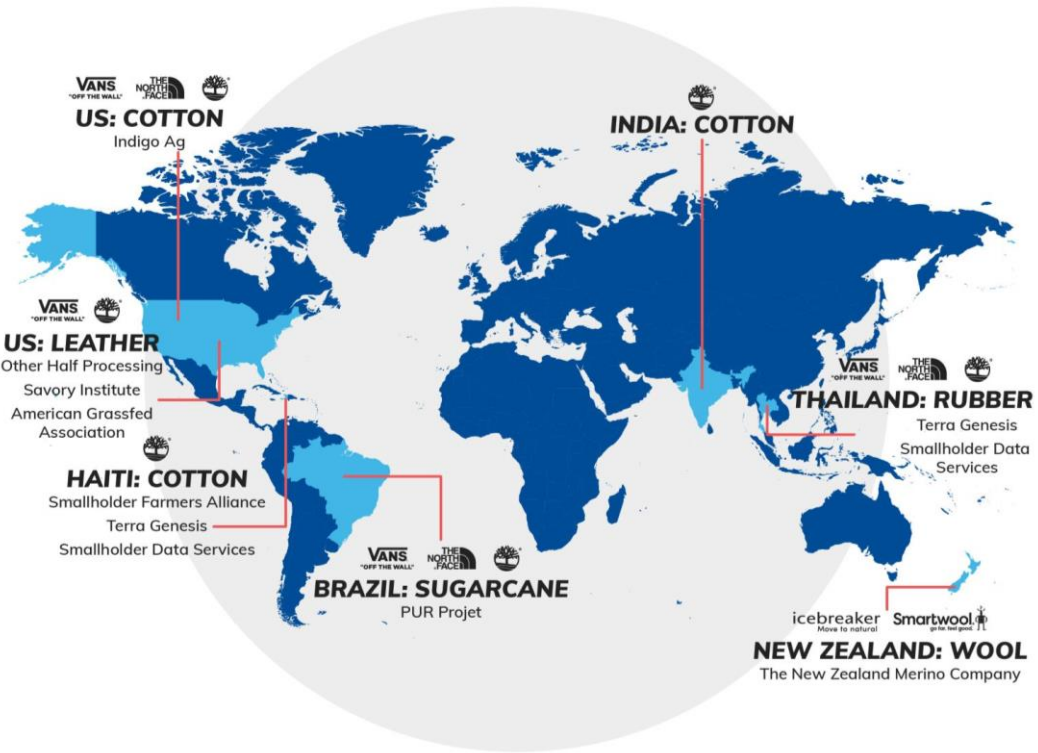
- We are committed to setting and submitting science-based targets for greenhouse gas emission reductions for validation by the Science Based Targets initiative (SBTi)
- By 2026: Achieve carbon neutral operations and be on the path to science-based net-zero emissions
- By 2030: 45% absolute reduction of scopes 1, 2, and 3 greenhouse gas emissions as compared to the 2020 base year

## Mission: Giving to those who get it

- At least 1% of sales donated to mission-aligned organizations each year



Businesses are working with partners in different ways to improve outcomes on the ground.



Source: <https://www.vfc.com/news/featured-story/98803/three-things-you-didnt-know-about-regenerative-agriculture>

# Program Assessment

Welcome to the Pure Strategies Self-Assessment Tool on Science-Based Targets for Nature.

This tool provides a rapid way to help you determine where to start in building a strong corporate commitment to protecting and restoring water, oceans, land, and biodiversity.

Why take it? More info

1. Nature is in crisis. Businesses impact and depend on nature and its systems.
2. Companies that work to protect and restore nature across their value chains can realize reduced risks and greater resilience.
3. Businesses can also build their reputation and growth opportunities with nature positive efforts.

Pure Strategies is a pioneer member of the Science Based Targets Network (SBTN) Corporate Engagement Program.



Nature matters to all businesses.

Global Goal for Nature: Nature Positive by 2030

<https://www.naturepositive.org/>

A nature framework will be decided in December 2022. The 15th Conference of the Parties to the Convention on Biological Diversity takes place December 7-19 in Montreal, Canada. The meeting aims to set an ambitious new Global Biodiversity Framework. Final decisions are expected to include actions for business, such as mandatory disclosure on biodiversity impacts and dependencies. <https://www.cbd.int/meetings/COP-15>

Tools exist to help businesses take action on nature. Pure Strategies provides a quick self-assessment to help companies take meaningful next steps. <https://purestrategies.com/resources/self-assessment-tools>

The Science Based Targets Network is developing guidance for the business sector to set targets. <https://sciencebasedtargetsnetwork.org/>

The Task Force for Nature-related Disclosures is creating a mechanism for disclosure of business impacts and dependencies on nature. <https://tnfd.global/>

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Building Biodiversity into Your Business Strategy

The Importance of nature for your business

Over half the global gross domestic product is at risk due to the loss of nature. This is a significant threat to business and all of society, resulting in supply chain disruptions and the destabilization of natural processes accelerated by climate change. Understanding the connection business has to nature and biodiversity can help mitigate risks and bring significant opportunities. Further, companies play important roles in reducing and avoiding nature loss as well as helping regenerate and restore biodiversity. Developing clear science-based targets for nature and climate, with a focus on effective implementation, is a smart business strategy.

Companies can start by:

- Exploring and assessing value chain geographic connections to biodiversity, including dependencies and impacts
- Defining science-based targets for nature and strategies that avoid, reduce, restore, regenerate, and transform
- Activating internal and external programs and partnerships to protect and support a nature-positive future

Convention on Biological Diversity

Pure Strategies supports the UN Convention on Biological Diversity's Global Framework for protecting biodiversity.

TOYOTA

"Pure Strategies helped shape our biodiversity goals and programs. Their team provided thoughtful assessments and guidance. We are excited to continue our partnership and to be working on meaningful projects to support a nature-positive future."

Bucky Martin  
Manager, Environmental Sustainability,  
Toyota Motor North America, Inc.

The map illustrates key biodiversity areas and is one aspect to consider for business strategies. (from <https://www.naturepositive.org/tnfd-data>)

Core strategies that support the protection of nature while conducting business include:

AVOID impacts before they happen  
REDUCE impacts that can't be avoided  
RESTORE & REGENERATE impacted areas from business and beyond  
TRANSFORM through system-wide change and partnerships

For more information, go to: [sciencebasedtargetsnetwork.org](https://sciencebasedtargetsnetwork.org)

Image source: © Science Based Targets Network (SBTN) Global Guidance for Business.

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<https://purestrategies.com/services/nature-strategy>