



WWF EUROPEAN BUSINESS AND BIODIVERSITY FORUM Key Take-Away



On June 21st 2023, several WWF European offices organized the Business and Biodiversity Forum. Here are some of the key take-away of this one-day event, which gathered more than 500 companies and 43 great speakers from corporates, NGO's and international and public institutions.

We need a strong regulatory framework on biodiversity, both at EU and national levels, to:

- Engage a profound change of the economy - by an ambitious Green Deal - to set natural ecosystems on a path to recovery and conserve earth habitability, as economic activities, alongside with our consumption habits and ways of life, are driving biodiversity collapse.
- Set the conditions to deliver on the Global Goals (especially on target 15, which calls for governments to legislate on the disclosure of environmental information by companies) adopted as part of the Global Biodiversity Framework in Montreal in December 2022.
- Push the largest companies to measure and disclose their impacts, communicate their biodiversity objectives, and evaluate their alignment with science (ambitious Corporate Sustainability Reporting Directive (CSRD), aligned with the European Sustainability Reporting Standards (ESRS)). This



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transparency exercise is tightly linked to responsibility and accountability, and will also help the financial sector contribute to the ecological transition.

- Limit the impacts of economic activities on nature to acceptable levels (Corporate sustainability Due Diligence Directive (CSDDD), EU Deforestation-Free Regulation). Most economic actors are strongly dependent on nature, so reducing impacts / dependencies will also help build more resilient supply chains and prevent strong economic losses.
- Preserve and restore ecosystems : nature restoration is key to tackle the intertwined crisis of biodiversity and climate, to reach carbon neutrality by 2050 (through enhancing carbon sinks) and to strengthen ecosystems, societies and economies' resilience to climate shocks (Nature Restoration Law currently debated at the European Parliament).

We need the private sector to massively adopt Science Based Targets (SBTs) for Nature:

- As many planetary boundaries have already been crossed, reversing nature loss requires economic actors to adopt Science Based Targets for nature (SBTN), by implementing available methodologies (the ones recently released by the Science Based Targets Network (SBTN)).
- SBTN guidance for measuring the organization impacts on nature (across the value chain – SBTN Step 1), and identify priority areas (SBTN Step 2) are ready. More than 120 companies have started deploying them as part of the Corporate Engagement Program. [Link to guidances](#)
- SBTN guidance for setting targets on freshwater and land (Step 3) have also been released, and pioneer companies are starting to implement them (Initial Target Validation Group: AB InBev, Alpro, Bel, Carrefour, Corbion, GSK, H&M Group, Hindustan Zinc, Holcim, Kering, L'OCCITANE Group, LVMH, Nestlé, Neste, Suntory, Tesco, UPM).
- Adopting SBTs for Nature will allow companies to prepare for the future (align with voluntary and regulatory frameworks, build more resilient value chains) and meet the demands of civil society, investors and the general public.

To deliver on their sustainability targets, and build a nature positive economy, companies should operate a profound change of their business models, and:

- Integrate systematically the SBTN “ARRRT” frame (Avoid, Reduce, Restore, Regenerate, Transform) as a way of working :
 - Avoid and Reduce (first and foremost) their impacts on nature, following science-based methodologies.
 - Restore and regenerate ecosystems, with a priority to engage in landscapes impacted by their own economic activities, and to change the practices responsible for nature degradation.
 - Transform their business model, to profoundly transform the economic activities responsible for the main impacts on biodiversity, and to rethink what value the company can bring to society and the environment, staying within planetary boundaries.
- Look at the deep design of their company, to reinvent their purpose, governance, networks, ownership, finance : what, in the key layers of design that shape the firm, is holding it back from reaching its biodiversity and climate objectives ?



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- Make bold choices: what business shifts, what economic model changes, what renouncements, what changes in product mix, etc. will allow companies to become regenerative and redistributive, and respect the planetary boundaries ?
- Invest in nature restoration to contribute to put nature on a path to recovery.
- Speak up, joining the other organizations pushing for the adoption of strong regulatory frameworks which will prepare for a resilient 21st century!

For More Information

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