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Nature  
Business Ambition

# THE NATURE POSITIVE GOAL IN 10 KEYS



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## INTRO

### MAIN OBJECTIVE: NATURE POSITIVE

Nature Positive is a global goal that seeks to halt and reverse nature loss by 2030 compared to 2020 levels, and to achieve full recovery by 2050. To do this, in addition to reducing impacts—always following the mitigation hierarchy—it is necessary to restore and offset the damage caused, an objective also pursued by the **EU through the Nature Restoration Regulation.**

Although this definition seems very clear, in reality the concept is so broad, and nature so complex, that it has led to confusion, ambiguous interpretations, and corporate claims that are not always entirely correct. In addition, because it is a concept still evolving, there is not yet expert consensus on some implementation details. This should not hold companies back, rather **those that want to lead**

**business progress will need to face these challenges and be as well prepared as possible in line with the latest available information.**

With that aim, the **Nature Business Ambition** initiative, led by Forética, has dedicated the past year to deepening understanding of the term, collaborating with leading international organisations and with the companies in the group. **These are the 10 main lessons we have learned and consider most useful for companies:**



**DISCOVER MORE ABOUT  
NATURE BUSINESS AMBITION.**

## 1.- A COMPANY CANNOT BE NATURE POSITIVE BUT IT CAN CONTRIBUTE TO THIS GLOBAL GOAL.

Outcomes will be observed where it makes ecological sense, for example at landscape level—ideally—or at site level.

## 2.- OBSERVABLE AND MEASURABLE OUTCOMES.

An outcome that contributes to Nature Positive is one that **produces an observable improvement in the state of nature**, can be measured, and has not produced negative impacts in other locations.

## 3.- FOCUS ON THE MAIN IMPACTS AND DEPENDENCIES.

It is key to prioritise action in areas where the company's **largest impacts and dependencies** on nature are concentrated (hotspots). This includes the company's own activities and those in the value chain, acting within its **sphere of influence**—for example, suppliers, raw materials, or the product-use phase. Even without direct control, companies can drive change through purchasing decisions, standards, or sector collaboration.

## 4.- NET GAIN OR NO NET LOSS OF BIODIVERSITY.

Biodiversity is **not easily aggregable or interchangeable across territories**, because natural values are place-specific and not fungible. A practical recommendation for corporate targets is that new facilities or projects seek to deliver net gain in biodiversity or, at least, ensure **no net loss**, adequately addressing unavoidable residual impacts. This aligns with the **mitigation hierarchy**:

1.- **Avoid** biodiversity impacts from the design stage.

2.- **Minimise** impacts that cannot be avoided.

3.-**Restore or regenerate** affected ecosystems within the project's area of influence, through active intervention to help return the ecosystem to a state similar to the original (restoration) or by facilitating natural recovery with minimal human intervention (regeneration).

4.-**Offset unavoidable residual impacts**—those that remain after applying the previous measures. Offsetting does not mean restoring the same damaged ecosystem, but generating equivalent biodiversity benefits elsewhere, which entails significant limitations given the local and non-substitutable nature of biodiversity.





## 5.-NATURE-BASED SOLUTIONS (NBS) FOR NATURE POSITIVE.

NbS contribute to the global Nature Positive goal by promoting the protection, management, and restoration of ecosystems, while also addressing social, environmental, and economic challenges. These solutions can be **hybrid (green + grey)**, where “green” refers to solutions based on nature’s processes and functions, while “grey” involves built or engineered infrastructure that complements ecosystems. To ensure credibility, NbS must align with the **IUCN global standard** and should not be confused with “**nature-inspired**” or “**nature-derived**” solutions, which, while inspired by or based on nature, **do not necessarily involve ecosystem intervention** nor explicitly contribute to **Nature Positive outcomes**.

## 6.- METRICS TO ASSESS AND COMPARE CONTRIBUTIONS.

Measurement frameworks already exist that seek harmonisation, such as the **Nature Positive Initiative** (NPI) metrics, the **Nature Action Portal** (WBCSD), or the **Nature Measurement Protocol**, currently under development. These initiatives encourage convergence towards common indicators that allow contributions to be assessed comparably. Nature Positive-aligned outcomes should be evidenced through “state indicators”—i.e., indicators that **directly measure the state of nature**, not the actions taken (ecosystem extent and condition, population size and species extinction risk).

## 7.- ADAPTATION: REDEFINING THE BEST STATE OF NATURE.

In many cases, returning nature to its original state is not viable nor ecologically appropriate. Ideally, starting from the current situation, the best approach is to **define the best state an ecosystem can reach**, considering its social, environmental, and climate context. In Spain there are inspiring examples of restoration aimed at achieving the best possible state, such as Las Lagunas de Ambroz or La Chanta, where progressive interventions grounded in science and adaptive management have shown that it is possible not only to recover ecological functionality and biodiversity, but even to improve their state compared to how they were before being intervened.

## 8.- THE IMPORTANCE OF MULTI-STAKEHOLDER COOPERATION.

To achieve genuinely positive contributions to nature at landscape level, **multi-stakeholder cooperation is essential**. A company's contribution within a landscape is limited, and that landscape will always be influenced by more actors (other companies, local NGOs, civil society, governments...), who must also contribute in order to achieve real results.

## 9.- BEYOND A SLOGAN: VERIFIABLE CLAIMS.

*Nature Positive* is an ambitious goal, not a slogan, and it must not be used to appear green without a solid basis. In this regard, there may be risks of **greenwashing and greenhushing**, so transparency is key. Explaining what is known, what is not, and how progress is being made, and **basing claims on verifiable results**—however partial—about the state of nature, requires coherent evidence, even if data are not fully structured, to strengthen credibility.

## 10.- AVOID PARALYSIS BY ANALYSIS—LET'S START ACTING NOW.

Companies **do not need exhaustive data to begin acting**. Waiting for perfect information delays decision-making and slows positive impact. Therefore, it is recommended to start with secondary data, work with informed hypotheses, and progressively improve data quality and granularity. On the path to meeting nature goals, what matters is not immediate perfection, but maturity and structured progress.



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**Technical and Analysis Team:** Ana Herrero, Pablo García, Camila Kauer, y Alba Pantoja.

**Communications Team:** Marga Herrán y Pablo Rodríguez.

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