

UNFCCC COP 30
10-21 November 2025
Belém do Pará, Brazil

Nature at COP30 Advocacy Toolkit for Business

BUSINESS FOR NATURE

October 2025

WE MEAN BUSINESS COALITION

ASK TO BUSINESSES – We encourage all business representatives attending and speaking at relevant events in the lead up to and at COP30 to help bridge the climate and nature agendas by integrating the below policy asks and messages in their advocacy plans and speaking points.



Five headline asks



1

End deforestation and ecosystem loss: turn commitments to end deforestation and ecosystem degradation by 2030 into action through national policies tackling both supply and demand.

2

Strengthen Rio Convention synergies: ensure climate, nature and land use agreements are aligned, starting with a COP30 decision on synergies.





3

Align and scale nature-positive finance: set clear milestones to increase public and private funding for nature-based solutions.

4

Increase focus on ecosystem-based adaptation: make ecosystem-based adaptation central to the Global Goal on Adaptation.





5

Ensure inclusive governance and IP&LC engagement: support a just transition to a green economy by putting indigenous and local leadership at the center of nature-based solutions design and governance.

About this toolkit

This toolkit aims to provide a practical, tailored resource to support businesses in their efforts to speak up for and take actions that scale a more integrated nature and climate agenda in the run-up to and at COP30.

It has been developed by the We Mean Business Coalition and Business for Nature, in collaboration with Nature for Climate (N4C), the Climate Champions Team, Global Optimism, Mission 2025, and other stakeholders. It pulls extensively from the N4C 2025 Diplomacy messaging guide, developed by experts across the coalition's 30 partner organizations.

The toolkit is organized into **five key topic areas**. Each key area features a headline policy ask for governments, a rationale of why each ask is important to create enabling conditions for businesses to accelerate action, and supportive points on how it can be achieved. Each section also outlines actions businesses can take to help advance progress. While not exhaustive or always directly tied to negotiated outcomes, these topics reflect key priorities for business advocacy on the road to COP30.



Introduction

COP30 or the "Amazon COP"

As the first "Amazon COP," Brazil is positioning nature at the center of climate action, emphasizing the importance of tackling deforestation, restoring ecosystems, and supporting Indigenous stewardship. With the Brazilian presidency focused on implementing the Global Stocktake, companies are expected to show progress and contributions toward the COP30 Action Agenda, covering priorities like Stewarding Forests, Oceans, and Biodiversity, and Transforming Food and Agricultural Systems.

Given the Brazilian presidency's focus on whole-of-economy and society implementation, business "policy signaling" before and after COP30 may prove as important as influencing negotiations themselves. Companies are encouraged to demonstrate their commitments and actions while collectively advocating for the policy conditions needed to scale private sector contributions to a net-zero, nature-positive and equitable future.

The business case for strengthening the climate-nature nexus

Climate change and nature loss are deeply interconnected. Rising global temperatures disrupt ecosystems and biodiversity, while degraded ecosystems, such as deforested areas or dying coral reefs, lose their capacity to store carbon and shield communities from climate impacts. Nature supports climate stability, while climate change accelerates nature loss. Addressing these crises together is essential for healthy societies and resilient economies[1].

Integrated action on climate and nature enables businesses to manage risks, seize opportunities, and support global goals. Tackling deforestation, for example, advances both carbon sequestration and nature protection. Reforming harmful subsidies can promote fairer markets and innovation. Investing in ecosystem-based adaptation protects infrastructure and supply chains while benefiting communities and biodiversity. These strategies improve business resilience, manage trade-offs more effectively, and unlock cost efficiencies through circular economy models and nature-based solutions.

However, to scale these solutions, **businesses require clear and integrated policy frameworks.** Stable, coherent policies that link climate and nature are key to driving long-term investment and action. With COP30 taking place in Brazil, a country at the heart of climate-nature interdependence, businesses have a pivotal opportunity to advocate for ambitious policies that align these agendas.



[1] *New analysis by CDP shows that addressing physical climate risks could deliver an average return of up to $81 for every dollar spent, while nature action could bring companies an average of $33.1 million worth of opportunities for just $4.6 million of investment.*





Five headline asks to raise at COP30







End deforestation and ecosystem loss



1

HEADLINE ASK: Translate the Global Stocktake's 2030 zero-deforestation and ecosystem degradation commitment into action by implementing a coherent set of national policies that address both the supply and demand sides of deforestation, while aligning legal, institutional, and corporate frameworks.

What is being negotiated at COP30? One of the priority areas of COP30 is accelerating the outcomes of the Global Stocktake, including efforts by governments to prioritize halting and reversing deforestation and forest degradation by 2030. COP30 represents a prime opportunity to concretely translate this decision into actionable commitments.

The launch of the Tropical Forest Forever Facility (TFFF) is an opportunity for such commitments. The TFFF is a blended finance mechanism supporting the conservation of tropical forests worldwide, developed under the leadership of the Brazilian Presidency. By aiming to raise $125 billion from public and private sources and reinvest it into a diverse investment portfolio, the TFFF intends to provide tropical forest countries with long-term financing, offering a fixed amount of money per hectare for conserved or restored forests, including to Indigenous Peoples, while also repaying the fund's initial investors.

Norway, the United Kingdom, China, and the United Arab Emirates have already expressed commitment to investing in the fund. Although this will not be a negotiated outcome, if launched successfully, it will be a significant COP30 achievement. Broader engagement, including from institutional investors and philanthropists, is urgently needed to mobilize the $25billion in sponsor capital required to ensure the remaining $100billion the fund seeks to mobilize. A clear ask from businesses for governments to contribute to the fund can also help build momentum.

Why this matters for business:

- Forests provide up to $150 trillion in ecosystem services[2], and supporting their conservation is a strategic investment in long-term economic, social, and ecological stability, sustainability, and inclusive prosperity.
- Global deforestation has been estimated at 10 million hectares each year and land-use change is the main driver of biodiversity loss worldwide, with 75% of the world's land surface already significantly altered.[3]
- Degradation of forests and other ecosystems raises risks and costs for communities, businesses, and financial institutions, undermining the resilience of the global economy.
- Businesses are increasingly experiencing the materiality of deforestation-related risks[4]. To date, voluntary business action to end deforestation has been insufficient[5].
- An integrated policy approach will provide a clear, enforceable pathway for delivering the Global Stocktake's deforestation targets, incentivizing businesses to invest in sustainable sourcing and land-use practices, and ensuring that climate, nature, and equity goals are met.

[2] *See The Staggering Value of Forests—and How to Save Them.*

[3] *Research shows that agricultural land conversion—the leading cause of deforestation over the last two decades —is the second-largest source of global emissions.*

How can governments make it happen?

- **At COP30, parties should** adopt a formal outcome that commits governments to accelerate the national implementation of the Global Stocktake outcomes related to deforestation and forest degradation, including by:
    - aligning land tenure systems, permitting processes, and spatial planning with deforestation- and conversion-free goals, ensuring they address both legal and illegal deforestation. This requires enhancing land-use monitoring and law enforcement, particularly in high-risk regions, and investing in the capacity of public agencies to implement and oversee forest governance.[6]
    - adopting and enforcing mandatory due diligence laws requiring companies to identify, assess, and mitigate deforestation risks in supply chains, especially in high-risk sectors like oil and gas, agriculture, forestry, and mining. This should be done following a risk-based approach and avoiding unintended harm to SMEs and developing economies, and supporting capacity-building programs for smallholders and producers.[7] Doing so can help ensure fair competition and enable inclusive participation in sustainable markets.
    - creating or strengthening schemes like REDD+ to financially incentivize forest protection, especially at jurisdictional scales[8] in developing countries. This can encourage companies to invest in such projects to meet carbon offset commitments (following the mitigation hierarchy approach and in line with best practice and principles), avoid products linked to deforestation, reduce risks, contribute to climate goals, and demonstrate credible action.
- **At COP30, parties should** pledge support and financial contributions to the Tropical Forests Forever Facility (TFFF) to spur sector investment in forest ecosystems and incentivize the adoption of binding legislation to stop deforestation and reverse ecosystem degradation by 2030.

Recommended business actions

- Review expectations of companies set out by investors in the Finance Sector Deforestation Action Initiative.
- Adopt deforestation policies with a view to eliminating deforestation in supply chains[9] by implementing mandatory due diligence processes with suppliers and using tools like satellite monitoring and the Accountability Framework.
- Provide support to scalable, high-impact finance initiatives, such as the Tropical Forest Forever Facility and the Forest Climate Leaders Partnership country packages. Direct contributions can be reported in relation to Net Zero commitments, Nature Positive Finance, and compliance with the ISSB and TNFD.
- Provide support to high-integrity jurisdictional JREDD+ initiatives, such as the LEAF Coalition and the Race to Belem, to help mobilize finance for forest conservation through complementary mechanisms to TFFF.



[4] *Research estimates that deforestation could cause annual economic losses of $2.7 trillion by 2030. Forest 500 companies, those facing higher deforestation risk, are already experiencing volatile prices in key commodities driving global deforestation such as coffee, cocoa and soy. Prices and yields would decrease under worsening deforestation and degradation.*

[5] *Only 3% of the 500 companies most exposed to deforestation risk have strong implementation of commitments towards eliminating deforestation across their forest-risk commodities. Most companies (63%) have partial commitments and/or weak implementation of those.*

[6] *Governments must strengthen domestic commitments and enforcement through new laws as well independent monitoring to hold companies and investors accountable for deforestation, habitat conversion, and wetland degradation, including peatland drainage. For example, increased use--and public access to--geospatial data can inform whole of society decision-making, improve reporting, and ensure accountability within the UNFCCC for the delivery of the GST target on ending deforestation by 2030.*

[7] *Including through established schemes like the Forest Stewardship Council.*

[8] *See Financing Forests: Complementarities Between TFFF and Jurisdictional REDD+.*

[9] *Achieving this across 80% or more of all major forest-risk commodities could avoid the deforestation equivalent of more than 1.0 Gt of emissions per year by 2030.*

Strengthen Rio Convention synergies



2

HEADLINE ASK: Align the implementation of the Rio conventions,[10] starting by adopting a COP30 decision to harness synergies.

What is being negotiated at COP30?

The synergies topic was officially opened at the 62nd Sessions of the UNFCCC Subsidiary Bodies (SB62) in June 2025, for the first time in decades. The item 'Cooperation with international organizations' is set to be discussed at the next meeting of the UNFCCC's Subsidiary Body for Scientific and Technological Advice (SBSTA 63) as part of COP30 in Brazil, where Parties could decide to adopt a decision on synergies at COP30. If adopted, such a decision would create a formal agenda item for Parties to agree on how to increase synergies across the Rio Conventions. Active support by businesses would help progress this agenda.[11]

Why this matters for business:

- Aligning the three Rio Conventions, including by streamlining implementation and reporting requirements, will create a more consistent and integrated policy framework that can identify co-benefits and address trade-offs across agendas. It will also help governments design more efficient and coherent policies that will provide clarity and certainty for business investment.
- An integrated policy framework will enable more efficient, transparent, ambitious and cost-effective business action by making it easier and more resource-efficient for businesses to engage, understand expectations, and align their strategies and transition plans. It will support businesses to invest effectively and confidently in long-term climate, land-use and nature goals.
- If left unaddressed, the ongoing divergence in how each convention defines business responsibilities, structures engagement mechanisms, and assesses business progress towards implementation at the national level will continue to limit business action.



[10] *The United Nations Framework Convention on Climate Change (UNFCCC), the Convention on Biological Diversity (CBD) and the United Nations Convention to Combat Desertification (UNCCD).*

[11] *See the joint World Benchmarking Alliance, We Mean Business Coalition, WWF and Business for Nature UNFCCC submission on enhancing synergies at COP30.*

How can governments make it happen?

- **At COP30, parties should** adopt a decision that creates a formal space within the UNFCCC to discuss and develop the enabling conditions that support synergies and manage trade-offs across the Rio Conventions. This should aim to adopt an integrated monitoring approach, rooted in existing global standards and designed for comparability across conventions.
- **At the national level, governments should**:
  - align the Rio Conventions' national implementation plans and ensure they are ambitious, coherent, economy-wide, and investable. They should mobilize private sector investment to bridge the land, nature, and climate finance gaps, integrate data and other information from the private sector and subnationals in line with global reporting standards, including businesses' transition planning, and clarify expectations for business contributions across all three agendas. Businesses, along with all relevant stakeholders, must be engaged in the design and implementation of these plans to build ownership, increase credibility, and ensure alignment with real-world business decision-making.
  - lead the development of coherent and aligned nature-positive and net-zero sectoral pathways through a multi-stakeholder process to define the most cost-efficient way for sectors to align with the national climate and nature targets. This could also promote a circular economy,[12] helping to tackle the underlying causes of nature loss while generating economic value.

Recommended business actions

- Develop, adopt and implement net-zero transition plans and nature-positive strategies that align with the goals of the Rio conventions to ensure that climate, nature and land-related impacts and dependencies are managed and mitigated, especially the conversion of primary ecosystems and biodiversity loss.
- Start taking action now by using sector action guidance.



[12] *See the Ellen MacArthur Foundation's Scaling action for nature policy brief.*

Align and scale nature-positive finance



HEADLINE ASK: Define clear pathways, solutions and milestones to increase public and private finance for nature-based solutions (NbS), including as part of the $1.3 trillion "Baku to Belém Roadmap".

What is being negotiated at COP30?

The Baku to Belém Roadmap was established as part of the decision on the New Collective Quantified Goal on Climate Finance (NCQG) at COP29 in Baku, Azerbaijan. It will be a key focus of finance discussions at COP30. Its objective is to scale up climate finance for developing countries, aiming to mobilize at least $1.3 trillion per year by 2035, by supporting low greenhouse gas emission and climate-resilient development pathways, and to implement Nationally Determined Contributions (NDCs) and national adaptation plans. The COP29 and COP30 presidencies are expected to deliver a joint report[13] in October 2025, with a view to negotiations at COP30.

Why this matters for business:

- The global climate finance gap is estimated at $5-7.5 trillion annually, and the biodiversity finance gap at $700 billion annually. It is critical that financial flows optimize co-benefits and synergies across nature and climate.
- Nature-based solutions (NbS) are among the most cost-effective 'no regrets' climate strategies available, with positive nature impacts. They are ready to scale, with farmers and producers, local communities and Indigenous peoples leading the way. These solutions draw down carbon, support net-zero goals, and build resilience where it's needed most.[14]
- However, finance for NbS is lacking. To achieve a net-zero, nature-positive future, financing for NbS must triple by 2030.[15]
- Defining clear pathways and solutions is a key part of overcoming barriers to scaling finance for nature, including limited capacity, perceived risk, nascent regulatory and political landscapes, and impact measurement.[16]
- Developing more standardized and replicable models for increasing finance can reduce costs and increase uptake from private financial institutions.



[13] *It is likely to include five main priorities: reform of Multilateral Development Banks; expansion of concessional finance and climate funds; promotion of domestic sustainable investments; development of innovative financial instruments; and strengthening regulatory frameworks for climate finance.*

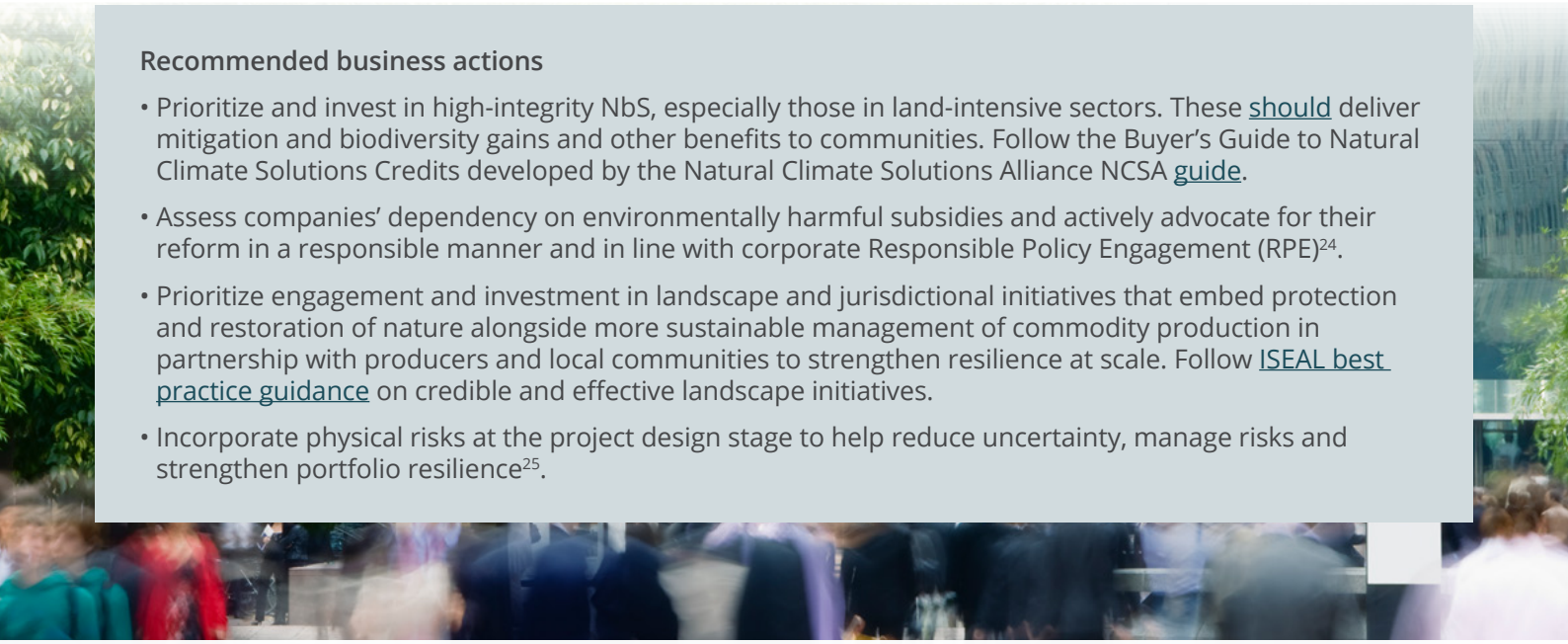
[14] *Nature-based solutions, particularly in land use and agriculture, could avoid 11 Gt CO_2-eq annually and sequester an additional 10 Gt CO_2-eq into the biosphere by 2050. See Nature-based solutions for climate change mitigation.*

[15] *Current NbS finance is $200 billion annually, which is significantly less than the estimated $600-800 billion needed annually by 2030 to reach global targets associated with limiting climate change, protecting nature, and halting land degradation. See UNEP State of Finance for Nature 2023.*

[16] *See Scaling Finance for Nature: Barrier Breakdown | Cambridge Institute for Sustainability Leadership (CISL).*

How can governments make it happen?

- **At COP30, parties should** support using the Baku to Belém Roadmap to accelerate the deployment of instruments to finance nature-positive investments, including through public-private collaboration, enabling policy environments, and de-risking strategies, especially in emerging markets and developing economies.
- **At the national level, governments should**:
  - collaborate with businesses and financial institutions to develop and implement clear investible pathways for nature-based solutions in the Rio conventions' implementation plans, as well as national circular and/or bioeconomy strategies[17], and embed useful, transition-related data from non-state actors – covering both mitigation and adaptation – into tracking systems[18].
  - strengthen carbon markets, including robust credits and credit usage, by incentivizing the enhancement of existing carbon credits with additional co-benefits for biodiversity, water, soil health integrity, in line with best practice and guiding principles.
  - reform all environmentally harmful subsidies and incentives[19], including fossil fuel subsidies, which amount to more than $1 trillion/year[20] and increase positive incentives, in line with the Paris Agreement and Global Biodiversity Framework[21].
  - enforce corporate disclosure requirements that are aligned for climate and nature-related risks, impacts, and dependencies, grounded in globally recognized sustainability reporting standards and frameworks[22]. This is essential to hold companies accountable, drive action and redirect financial flows. Businesses could also be required to disclose how their financial flows, investments, and subsidies are aligned with biodiversity and climate goals, alongside information on policy advocacy activities, to avoid greenwashing and ensure confidence in the Baku to Belém Roadmap.[23]



Recommended business actions

- Prioritize and invest in high-integrity NbS, especially those in land-intensive sectors. These should deliver mitigation and biodiversity gains and other benefits to communities. Follow the Buyer's Guide to Natural Climate Solutions Credits developed by the Natural Climate Solutions Alliance NCSA guide.
- Assess companies' dependency on environmentally harmful subsidies and actively advocate for their reform in a responsible manner and in line with corporate Responsible Policy Engagement (RPE)[24].
- Prioritize engagement and investment in landscape and jurisdictional initiatives that embed protection and restoration of nature alongside more sustainable management of commodity production in partnership with producers and local communities to strengthen resilience at scale. Follow ISEAL best practice guidance on credible and effective landscape initiatives.
- Incorporate physical risks at the project design stage to help reduce uncertainty, manage risks and strengthen portfolio resilience[25].

[17] *See the Ellen MacArthur Foundation's Scaling action for nature policy brief.*

[18] *Centralized data platforms tracking progress of NDCs, NAPs and NBSAPs, among others.*

[19] *Research shows that in 2024, $2.6 trillion is being spent per year on environmentally harmful subsidies. This represents approximately 2.5% of the global GDP. These estimates have increased by $800 billion since 2022.*

[20] *Fossil fuel subsidies to consumers alone doubled from US$563 billion in 2021 to US$1.163 billion in 2022. See UNEP State of Finance for Nature 2023.*

[21] *Article 2.1 (C) of the Paris Agreement and Target 18 of the Global Biodiversity Framework.*

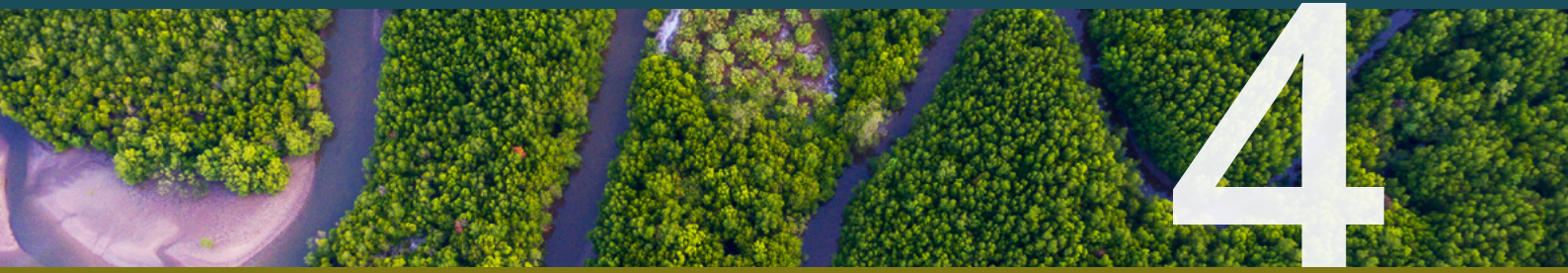
[22] *These include standards such as GRI 101 and 102, the IFRS Sustainability Disclosure Standards, and the Taskforce on Nature-related Financial Disclosures (TNFD) framework and the European Sustainability Reporting Standards (ESRS).*

[23] *The Sevilla Commitment reinforces this by calling for financial flows consistent with the Global Biodiversity Framework, supported by transparent and comparable corporate reporting.*

[24] *Read the Responsible Policy Engagement Framework for Climate and Nature Responsible Policy Engagement Guide.*

[25] *See 2025 report by CISL, Building Capacity to Identify and Assess Nature-Related Financial Risks, which highlights how credit risk can related to nature risk.*

Increase focus on ecosystem-based adaptation



4

HEADLINE ASK: Ensure that the Global Goal on Adaptation recognizes and embeds ecosystem-based adaptation[26] as a core pillar of climate resilience to help businesses protect physical assets, reduce insurance costs, and stabilize supply chains, especially in climate-vulnerable regions.

What is being negotiated at COP30?

The Global Goal on Adaptation Framework was agreed at COP28. It highlights key action areas. At COP30, Parties will aim to finalize the set of indicators to measure and track progress toward its implementation.

Why this matters for business:

- Businesses depend on healthy ecosystems for supply chain stability, risk reduction, and long-term value creation.
- Ecosystem-based adaptation, such as wetland restoration, mangrove protection, regenerative agriculture, and coral reef restoration, can reduce the intensity of climate hazards by up to 26%, potentially avoiding $393 billion in damages by 2050[27]. These nature-based solutions build resilience while delivering strong financial and social returns.
- However, less than 2% of public international climate finance for adaptation currently goes to nature-based solutions, and within this, ecosystem-based adaptation is often not prioritized.[28]



[26] *Ecosystem-based adaptation is a subset of nature-based solutions focused specifically on using ecosystem services to help people adapt to the adverse effects of climate change. See Ecosystem-based Adaptation | IUCN.*

[27] *See Nature-based Solutions for climate.*

[28] *See Public International Funding of Nature-based Solutions for Adaptation: A Landscape Assessment.*

How can governments make it happen?

- **At COP30, parties should** ensure that ecosystem-based adaptation is effectively referenced as an essential solution across all adaptation thematic areas, including water, food and agriculture, soil health, and biodiversity. This includes integrating it into all relevant targets, indicators, and methodologies within the Global Goal on Adaptation framework, and embedding it as a central component of national and regional adaptation policies, frameworks, and action plans.
- **At the national level, governments should**:
  - promote public-private partnerships to leverage business innovation, finance, and indigenous ecological knowledge to scale the implementation of ecosystem-based adaption.
  - include comprehensive climate vulnerability assessments and cross-sectoral adaptation plans in National Adaptation Plans and Nationally Determined Contributions (NDCs), ensuring active participation from local communities in line with the Locally Led Adaptation Principles.

Recommended business actions

- Scale high-integrity investments in ecosystem-based adaptation investments by integrating them into core climate risk and business strategies.
- Mobilize blended finance to de-risk ecosystem-based adaptation investments and directly fund locally led initiatives.



Ensure inclusive governance and IP&LC engagement



5

HEADLINE ASK: Support a just transition to a green economy by promoting Indigenous Peoples' and community leadership in nature-based solutions (NbS) design and governance, expanding direct access to finance and enterprise development services, and supporting inclusive training programs.

What is being negotiated at COP30?

A key theme of negotiations will be how to embed Indigenous Peoples and Local Communities (IPs & LCs) as rights-holders and key implementers. Governments are considering recognition of Indigenous land stewardship and territory demarcation as nature-based solutions in their own right, alongside integrating traditional knowledge into updated national climate targets and adaptation plans. On finance, there are proposals to earmark a share of funds—such as 20% of Brazil's Tropical Forests Forever Fund—for IP&LC-led NbS, with parallel pushes to renew global land tenure pledges that channel resources directly to communities.[29] Negotiators are also weighing safeguards and Free, Prior and Informed Consent (FPIC) requirements in carbon market mechanisms to ensure NbS are not exploitative. Taken together, these discussions aim to shift NbS from generic reforestation schemes toward long-term ecosystem protection grounded in IP&LC rights and leadership

Why this matters for business:

- A just transition to a green economy is essential. NbS are most effective when they are designed, led, and governed by the communities who have long stewarded those lands and waters for centuries. NbS can create more than 30 million additional jobs by 2030[30], while restoring balance across food systems, economies, and the environment.
- It is crucial for governments to strengthen forest governance by recognizing the territorial rights and traditional knowledge of Indigenous Peoples (IPs) and Local Communities (LCs). Efforts should focus on enabling their voluntary and equal participation in climate solutions through inclusive, equitable and rights-based mechanisms to enhance the legitimacy and effectiveness of climate action and build trust and long-term collaborations.



[29] *One of the main demands ahead of COP30 has been for Parties to expand funding for the Indigenous Peoples' and local communities' Forest Tenure Pledge, agreed upon at COP26 and set to expire in 2025. This initiative is important for providing direct finance to IPs and LCs, enabling them to effectively manage their lands for both adaptation and mitigation. While recent announcements confirm that $1.86 billion has been mobilized by August 2025, surpassing the initial $1.7 billion commitment, the percentage of direct funding to IPLC-led organizations has, in fact, decreased. Leaders are therefore urging continued momentum toward COP30 to scale direct funding, implement safeguards, and ensure a greater portion of future resources reach community-led initiatives.*

[30] *See Decent Work in Nature-based Solutions 2024.*

How can governments make it happen?

- **At COP30, parties should** commit to increasing overall financing for IP&LC communities, ensuring at least 20% of NbS finance[31] is accessible to projects led by Indigenous Peoples and local communities, including those mobilized through the Tropical Forests Forever Facility (TFFF).[32] They should also commit to respecting and upholding the rights of these stakeholders, following a process of Free, Prior, and Informed Consent when engaging with them.
- **At COP30, parties should** enhance policy coherence to ensure that agreements with Indigenous Peoples, such as those reached through consultations, are upheld across all sectors, including development and energy.
- **At the national level, governments should**:
  - provide technical assistance, training, and capacity-building programs to support IP&LC workers.
  - ensure a just transition toward sustainable practices by making sure that policy design considers, avoids, minimizes and/or compensates for unintended negative impacts on communities, while also guaranteeing inclusive benefits from nature-based solutions.
  - include disaggregated indicators of IP&LC contributions in national carbon and biodiversity accounts.

Recommended business actions

- Actively partner with Indigenous Peoples' enterprises, including through mechanisms such as Indigenous Peoples' Chambers of Commerce.
- Source high-integrity carbon credits through projects and programs that meaningfully engage Indigenous Peoples' communities by securing their free, prior and informed consent; recognizing their land and resource rights; promoting their knowledge and ensuring they are leaders or active participants rather than just beneficiaries of such projects.
- Publicly report on how any relevant business activities respect IP&LC rights and follow a Free, Prior, and Informed Consent process.

The following organizations contributed to the development of this toolkit: Nature4Climate, Mission 2025, Global Optimism, The Climate Champions, The B Team, the Cambridge Institute for Sustainability Leadership (CISL), CDP, the Global Reporting Initiative (GRI), Reforestamos México, the World Economic Forum (WEF), the Ellen MacArthur Foundation (EMF) and the Accountability Framework Initiative (AFI).



[31] *Indigenous Peoples and Local Communities (IP&LC) are crucial for the stewardship of ecosystems. Despite managing 21% of the world's land, they receive less than 1% of climate funding. To support a nature-positive economy and transition towards net-zero, it is essential to prioritize nature and people over unbounded growth. Therefore, 20% of the necessary $500 billion USD per year investment in NbS by 2030 should be directed to local people, amounting to $100 billion USD per year.*

[32] *See Tropical Forests Forever Fund boosts international support and positions itself as a new global model for climate finance.*

Essential resources

Deforestation

- See the 2030 Global Forest Vision for more detailed recommendations to governments on halting and reversing deforestation.
- Evidence review on the financial effects of nature-related risks, 2025 Global Canopy report.
- Complementarity of JREDD+ and TFFF 2025 report, authored by the head of economics in Brazil's Environment Ministry.
- Forest Finance Roadmap for Action

Synergies

- Nature Positive for Climate Action Initiative to urge businesses and financial institutions to address nature-related risks and boost investments in nature-based solutions.

Finance

- CISL's Let's Discuss Nature with Climate: Engagement Guide.
- The UN FF4D Compromiso de Sevilla (para 34e) reinforces that transparency and accountability (associated with disclosure) are essential to mobilize finance and trust.
- Scaling Finance for Nature: Barrier Breakdown 2024 Report by CISL
- Guiding Principles for Corporate Climate Leadership on the Role of Nature-based Climate Solutions by WMBC/ Exponential Roadmap



Proof points

Deforestation

- Silvania's Race to Belem catalyzes corporate investment in the protection of the Brazilian rainforest by matching $1 for every ton of carbon credit purchased with $1 upfront capital to Brazilian states launching jurisdictional REDD+ (JREDD+) programs.
- The LEAF Coalition provides a multi-stakeholder platform to purchase jurisdictional REDD+ credits at scale for tropical forest countries.
- The Deforestation-Free Leather Call to Action currently has 23 signatory companies representing more than $300 billion in annual revenue.

Synergies

- Over 750 businesses and financial institutions are advancing at least one of the actions of the Nature Positive for Climate Action call to action, more than tripling what was announced at COP28.
- In 2024, the incoming presidents of the three Rio Conventions launched the Rio Trio Initiative to catalyze urgent and coordinated action across the agendas and further encourage policy coherence at the national level.
- Climate and freshwater were identified as the top nature-related impacts and dependencies in over 30 reviewed strategies of the It's Now for Nature campaign, showcasing a growing need for climate-nature integration.

Finance

- The WEF estimates $1.4T in near-term nature-positive opportunities across priority sectors, including $160B in China's auto sector.
- By late 2024, 500+ organizations (including 129 financial institutions managing $17.7T) committed to report in line with the Taskforce on Nature-related Financial Disclosures, mainstreaming nature risk into investment decisions.
- Faith in Nature & House of Hackney appointed "Nature" to their boards (2022–23), with Patagonia cited as a governance innovator, showing companies are putting nature risk into top-level decision-making. (Sustainable Views).

