It's Now for Nature

# It's Now for Nature Pulse:

## Executive summary

*October 2025*

## The urgency for business action

**Biodiversity loss and ecosystem collapse now rank as the second most severe global risk of the next decade. Extreme weather, resource pressures and water scarcity are already disrupting supply chains and threatening business continuity.**

**With these pressures mounting, leading businesses are turning nature loss from a risk into resilience. The It's Now for Nature campaign supports companies and financial institutions to design and publish credible nature strategies that transform commitments into tangible outcomes.**

### The business case for nature

Embedding nature into strategies strengthens performance across five interconnected areas:



# Analysis of 32 published nature strategies provides four key insights:

## 1

### Businesses are starting to assess and disclose their nature-related impacts, but dependencies, risks and opportunities are far less consistently reported.

**While 91% of companies conducted double materiality assessments, fewer than 40% explicitly disclose opportunities linked to nature.**

#### What could be driving this trend?

Companies face challenges in disclosing nature-related risks and opportunities due to evolving methodologies, inconsistent data, and limited traceability. Regulations are developing and disclosure remains voluntary which makes it difficult for companies to prioritize it over issues of financial materiality. Many also fear exposing vulnerabilities or competitive disadvantages, hesitating to act without clear mitigation plans.

#### The business opportunity:

Greater disclosure strengthens risk management and enables companies to leverage nature as a source of competitor advantage, investor trust and long-term resilience.

> *"To fully realize the business value of nature, companies must transparently assess and disclose their dependencies on it. This not only strengthens risk management but also unlocks a powerful source of competitive advantage.*
>
> Rennie Meyers
> Global Policy Lead, Ørsted

## 2

### Climate and freshwater are the most frequently identified nature-related areas.

**94% of companies include climate change targets in their nature strategies. Water underpins operations across multiple sectors and is often more regulated than other dependencies.**

#### What could be driving this trend?

Climate strategies are more common and act as a blueprint for nature and water is central to many business operations and, in many countries, businesses are subject to legal reporting. Standardized metrics are more advanced for climate and water than for soil health or biodiversity, creating an imbalance in disclosure.

#### The business opportunity:

While disclosures on climate and water are critical areas, they must be integrated with broader issues such pollution, biodiversity and more. Aligning climate and nature strategies reduces duplication, maximizes co-benefits and unlocks opportunities.

> *"We see the value in connecting the dots between the challenges we face – we can't solve the climate crisis without tackling nature loss and taking action to address growing levels of inequality. By thinking holistically, we can unlock scalable solutions and benefits that build a more resilient future.*
>
> Angela Pinhati
> Chief Sustainability Officer, Natura

# Where business stands today

**620**

**organizations from over 50 countries** have publicly commited to TNFD recommendations (as of Septyember 2025)

**150**

**companies across different sectors,** are preparing to set robus science-based targets through SBTN

**14,000**

**organizations worldwide report GRI Standards,** including disclosures on biodiversity, water, and other nature-related impacts

# Insights (cont.)

## 3

### Short-term harm reduction targets outweigh long-term restoration opportunities.

**Most companies (68%) set SMART targets to 2030, but only 9% look ahead to 2050 (*excludes climate targets).**

#### What could be driving this trend?

Businesses face pressure from short financial reporting cycles, the potentially high upfront costs of restoration projects, and sometimes delayed returns are harder to justify to investors and businesses. Many see environmental harms as temporary shocks and fail to address systemic risks with long-term, regenerative solutions.

#### The business opportunity:

Companies must first reduce immediate pressures on nature, then layer on longer-term restorative targets. Short and long-term strategies build resilience, strengthen leadership in nature-positive practices and secure early advantages in new markets and innovations, for both business and nature.

> *"We see a future where our business actively restores the ecosystems we depend on. Our restoration projects in Chile are not just isolated efforts; they are a core part of a strategy that proves you can build a resilient business while helping nature thrive.*
>
> Patricio Hewitt
> Head of Biodiversity and Conservation,
> Empresas CMPC

## 4

### Nature-related governance is entering the boardroom – but transparency and accountability is limited.

**Around 50% of companies now have either board-level or C-suite oversight of their nature strategy. This shows that nature is beginning to be recognized as a core strategic issue, not just an ESG concern.**

#### What could be driving this trend?

In many cases, nature governance is siloed within ESG or sustainability committees, with limited integration into core business functions such as Audit, Risk or Finance. Few executives have credible performance incentives linked to nature, reflecting the perception that long-term value creation is not yet fully recognized.

#### The business opportunity:

Embedding nature oversight, including performance incentives, formally into Board mandates, risk registers and investment decisions as well as clarifying governance processes will strengthen accountability, investor confidence and long-term business resilience.

> *"Embedding nature oversight at the highest levels of our business is critical. Transparency builds trust, strengthens our offering, and ensures we're ready for the regulations and expectations of tomorrow.*
>
> Florence Fouquet
> Vice President, ESG, ENGIE

# A global tracker of progress

**2x**
**increase in companies reporting** against CDPs water disclosures since 2023

**3x**
**increase in companies reporting** against CDP's forest disclosure since 2023

**500+**
**first and second** generation TNFD reports published

**59**
**NBSAPs**
3, 300 national targets submitted and growing

# What's next for business?

The next 18 months are pivotal. With just five years left to deliver the Global Biodiversity Framework targets, and with a wave of regulatory and policy developments, embedding nature in corporate strategies allows businesses to:

- **Prepare for mandatory disclosure**
  More countries, including Brazil, Nigeria and China, are preparing to make nature-related reporting a requirement.
- **Align with national biodiversity strategies**
  (NBSAPs). For business, aligning with these plans is a strategic imperative.
- **Adapt to evolving standards and frameworks**
  e.g. CSRD, ISSB, TNFD, SBTN.

When world leaders gather for the UN Biodiversity COP17 in October 2026, business action will be under the global spotlight. Companies that embed nature in their strategic plans will stand out by sending a powerful signal: **business is ready to lead on delivering a nature-positive economy.**



*"With the UN Biodiversity COP17 fast approaching, the next step for business leaders is clear: start embedding nature in your strategy today."*

Eva Zabey
CEO, Business for Nature

# How can you get involved?

Nature is emerging as the next frontier of corporate climate action. Businesses that embed nature into their core business plans enhance resilience against supply chain disruption, manage material risks and the regulatory exposure, unlock revenue in the nature-positive economy and strengthen reputation with stakeholder and consumers.

→ **Download the Nature Strategy Handbook**

→ **Join an *It's Now for Nature* Accelerator program**

→ **Submit your strategy to *It's Now for Nature***

→ **Advocate for ambitious nature policy**

The window for action is open. Now is the time to step up with leadership, build resilience, and secure a nature-positive future.

**Read the full insights and learn from company case studies**
**nowfornature.org/pulse**

The findings are based on the review of 32 nature strategies.
More have been submitted to It's Now for Nature since authoring this report.


## Acknowledgements:

**This report was led by Business for Nature with support from Greenhouse Communications.**

**Thank you to the businesses and partners who provided invaluable perspectives from which this report has been informed, listed in alphabetical order:**

**Partners: Business for Biodiversity Ireland, Cambridge Institute for Sustainability Leadership (CISL), Capitals Coalition, CDP, Ceres, Innovate4Nature, Science Based Targets Network (SBTN), Society of Entrepreneurs & Ecology (SEE), The Nature Conservancy, the Taskforce on Nature-related Financial Disclosures (TNFD), UNEP-WCMC, World Benchmarking Alliance (WBA), World Business Council for Sustainable Development (WBCSD), World Economic Forum.**

**Businesses: Danone, Empresas CMPC, Engie, Holcim, Kering, Natura, Ørsted, TCC Group Holdings, Tetra Pak.**


**For full analysis and data, visit: nowfornature.org/pulse**