

ROUNDTABLE: NAVIGATING NATURE ACTION FOR CEOs

WBCSD recognizes nature loss as one of the three pressing global challenges in the Vision 2050 refresh and it has raised ambition for members to step up action on nature in the new membership criteria.

Because many members are still starting their nature-positive journey, in this session we highlighted [what is nature and why it is important](#). We challenged companies to consider some immediate actions they can take immediately advance on their company's nature journey.

Representatives from HNRG, Arcadis and Shell shared learnings from their experiences so far on nature and advice for first steps.

KEY TAKEAWAYS

- Business as usual is no longer an option. Around the world, forward thinking companies are already demonstrating leadership, transforming business models to operate within planetary boundaries. We need to scale upon this ambition and inspire others.
- Companies cannot take nature for granted, but realize that everyone, every business is reliant on it. We need a mindset shift from "cost" to "opportunity". Nature must be valued in decision-making at all levels.
- To achieve the transformation needed, the private sector needs to engage in value chain partnerships, with lessons from the [Alliance to End Plastic Waste](#). Any collaboration has to be intentional, and all parties involved should have a clear understanding of what each can bring to the table, such as smallholders, local communities, indigenous peoples and farmers. We need all sectors
- of the economy and society to take the decisive steps and urgent actions needed to halt and reverse nature loss.
- This is a journey and the nature agenda is still well behind climate. Yet, there are frameworks and tools that help companies to understand concepts of nature-positive and lessons we can leverage from net zero. Business can already take action for nature, and start their journey:
 - Start valuing nature: this is the first step any company should take
 - It's time: take action, instead of waiting until the pressure is too intense
 - Tune in: understand what your employees, investors, and other stakeholders expect

More information

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