

Results of an open consultation on the proposed IUCN approach for *Measuring Nature-Positive - Setting and implementing verified, robust targets for species and ecosystems*

IUCN

10/07/2024

This document provides an overview of the approach taken for a consultation on a proposed IUCN approach for measuring Nature-Positive, and details the responses received. It does not present how IUCN will respond to the feedback. IUCN will revise the “*Measuring Nature-Positive - Setting and implementing verified, robust targets for species and ecosystems*” document based on the feedback received through this consultation. The second version of the document will be ready for the IUCN Leaders Forum¹ taking place 8-10 October 2024. We will also publish the comments received and detail how we have responded to the key issues raised.

¹ IUCN Leaders Forum <https://www.iucn.org/events/large-event/iucn-leaders-forum-2024>

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1. Consultation process

IUCN opened a consultation on their **“Measuring Nature-Positive - Setting and implementing verified, robust targets for species and ecosystems”** document, hereafter termed the ‘IUCN approach’, **from 12 December 2023 until 15 March 2024, 15 weeks in total. It was open** to IUCN constituents (Members, Commissions, Council, and Secretariat) and non-IUCN constituents including the private sector. To collate responses for the consultation, an online form was created using Microsoft forms, see Appendix 1 for the questions in the consultation form.

To raise awareness of the consultation a specific email on the IUCN approach was sent in December 2023 to all IUCN members, Commissions, secretariat, and Council. A reminder email was also sent to all IUCN constituents in early March 2024. In addition, the consultation was included within the IUCN Digest emails throughout the consultation period. To support this process a flyer was developed to help in the communication of the aims and application of the IUCN approach (see Appendix 2).

To facilitate private sector engagement in the consultation IUCN secretariat staff reached out to many private sector partners, including those who attended the IUCN Leaders Forum. In addition, IUCN published several posts on LinkedIn targeting private sector engagement with the consultation, these posts incorporated infographics to support communication (see Appendix 2). Several IUCN secretariat staff also participated in webinars and meetings during the consultation period with both IUCN constituents (e.g. National Committees) and the private sector where the IUCN approach was presented, and the consultation highlighted.

2. Consultation responses

2.1. Number of responses

We received a total of **203 separate responses** to the consultation. This included 197 responses received through the consultation form and an additional 13 responses via email (7 of which were from people who also provided responses in the form).

Language - Seventy two percent of responses were submitted in English, 18% in French and 10% in Spanish (Figure 1).

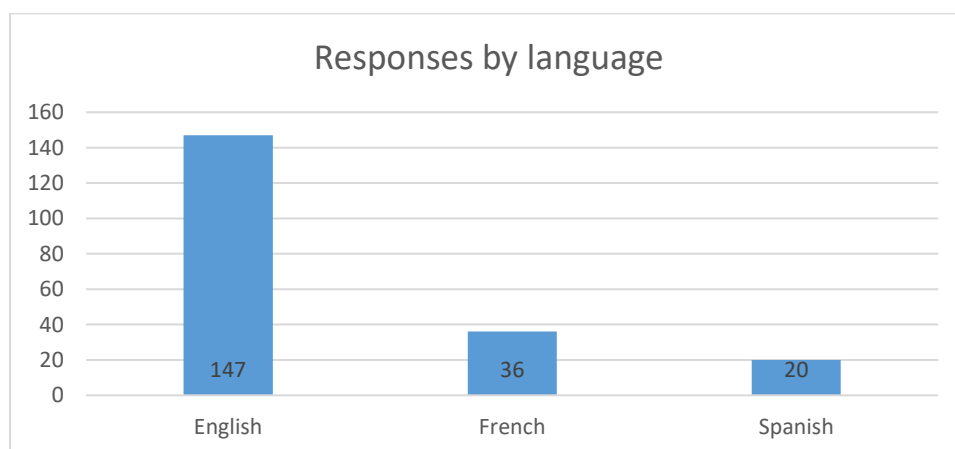


Figure 1. Language of the responses submitted. Responses in French and Spanish were translated into English using Google Translate, with a flag that the responses are translated.

2.2. Responses by IUCN constituents

Sixty four percent of responses were from IUCN constituents (Figure 2)².

- Forty five percent of respondents (n = 91) categorised themselves as members of one or more of the IUCN Commissions, with the Species Survival Commission (SSC) having the highest number with 35 responses, followed by the World Commission on Protected Areas (WCPA) with 26, and the Commission on Ecosystem Management (CEM) with 25.
- Of the IUCN Member organisations, the highest number of responses came from National NGOs with 27 responses, followed by international NGOs with 13, and 10 from State members.
- Five percent of responses (n = 10) were from National Committees.
- Only one response was received by a respondent categorising themselves as an IUCN Indigenous Peoples Organisation (IPO). However, this individual selected every IUCN constituent category.

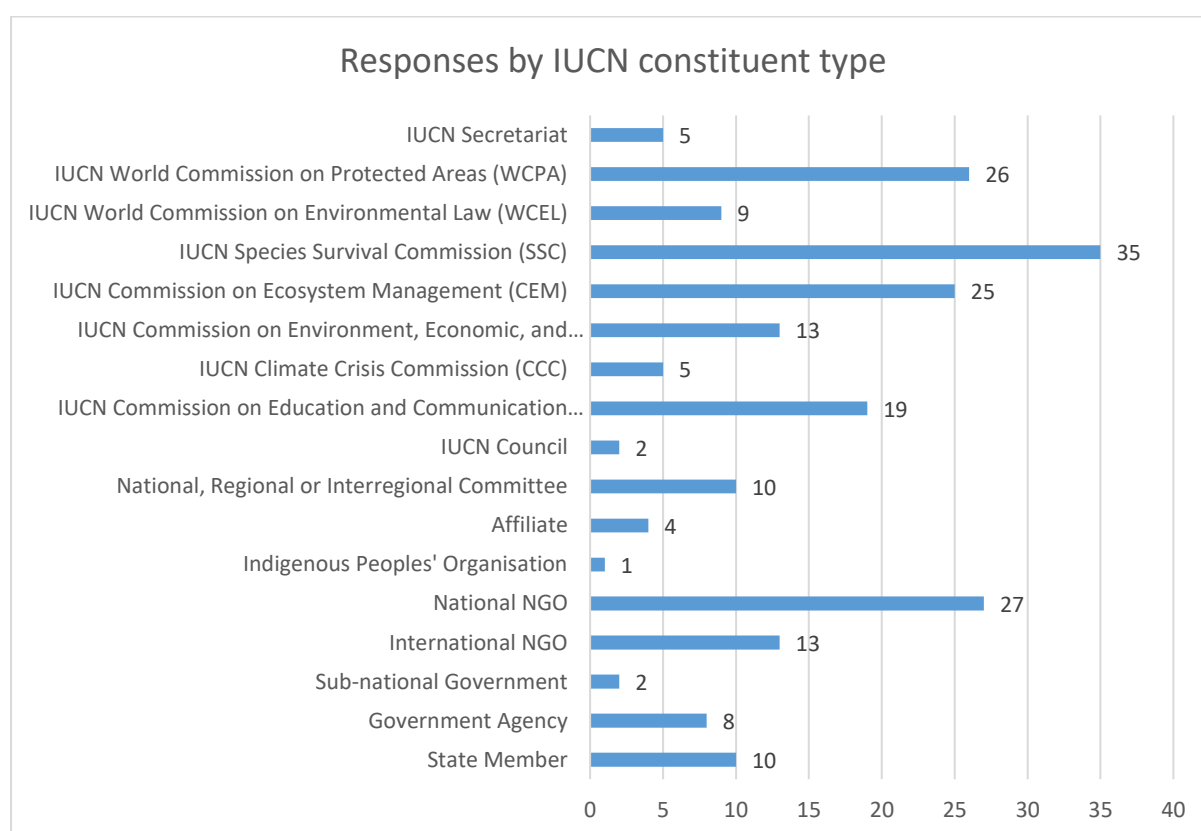


Figure 2. Responses submitted by IUCN constituents disaggregated by type

² Note that an individual respondent could select more than one category (e.g. as an IUCN Commission expert and also as representing an IUCN Member organisation, and/or as a member of more than one Commission).

2.3. Responses by non-IUCN constituents

Thirty six percent of responses were from non-IUCN constituents (Figure 3)³.

- Nineteen percent of responses (n = 40) came from private sector respondents, with those identifying as 'Private sector category A' having the highest number with 15 responses, followed by 'Private sector other – alliances and networks' with 14.
- NGOs made up the highest percentage of responses from non-IUCN constituents with 9% (19) of all responses.

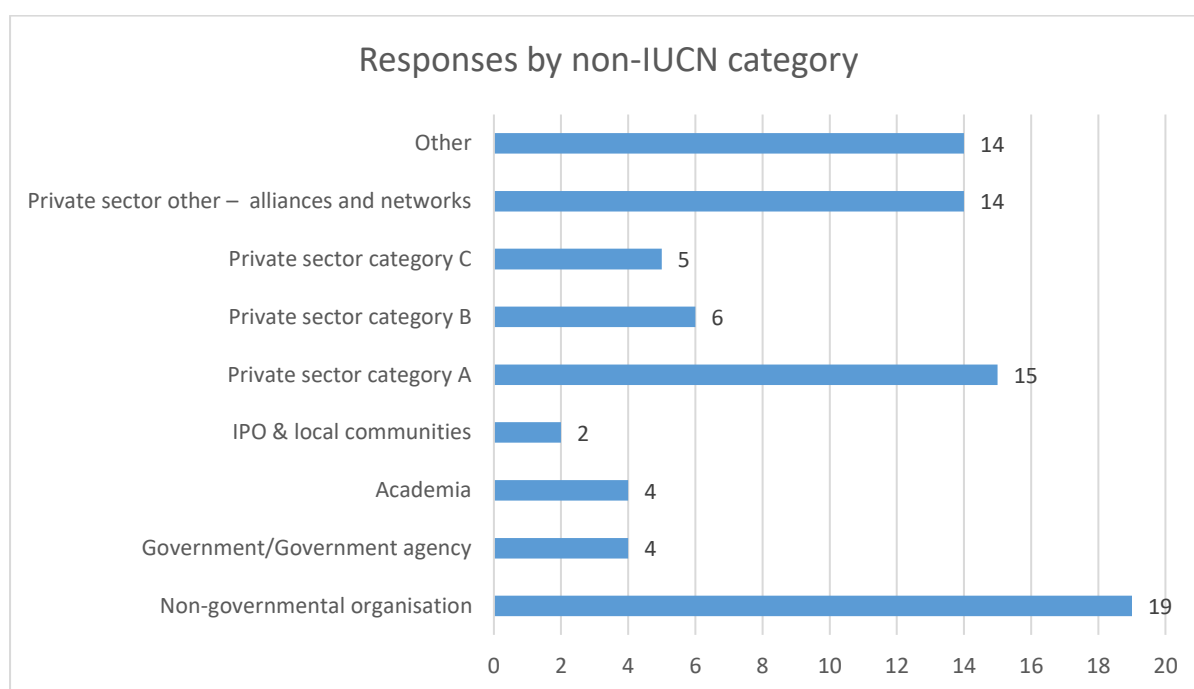


Figure 3. Responses submitted by non-IUCN constituents disaggregated by type

2.4. Responses by region and country

IUCN Regions – Some 43% of all responses came from countries within the IUCN region of West Europe (n = 85), followed by 14% each from South and East Asia (n = 28), and Africa (n = 27) (Figure 4).

Countries – The highest number of respondents were based in France (n = 26), followed by the UK (n = 18), USA (n = 15), and India (n = 10) (Figures 5 and 6).

- France (n = 6) and USA (n = 6) had the highest number of private sector respondents, followed by UK, The Netherlands, Germany, and Brazil (each with 3 responses) (Figure 7).

³ Again, note that an individual respondent could select more than one category

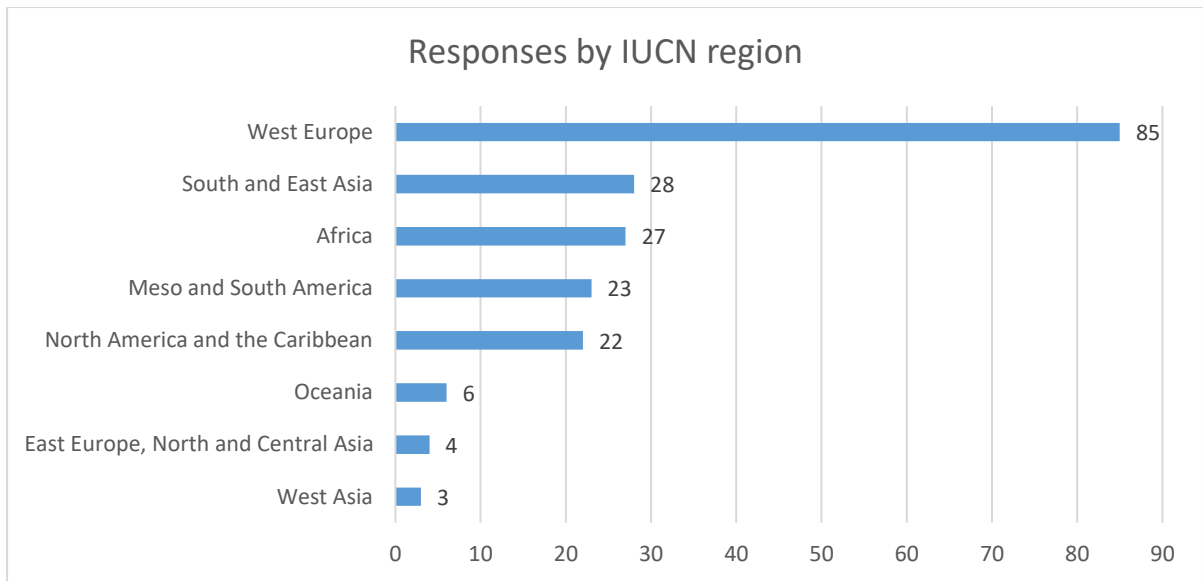


Figure 4. Responses submitted by IUCN region.

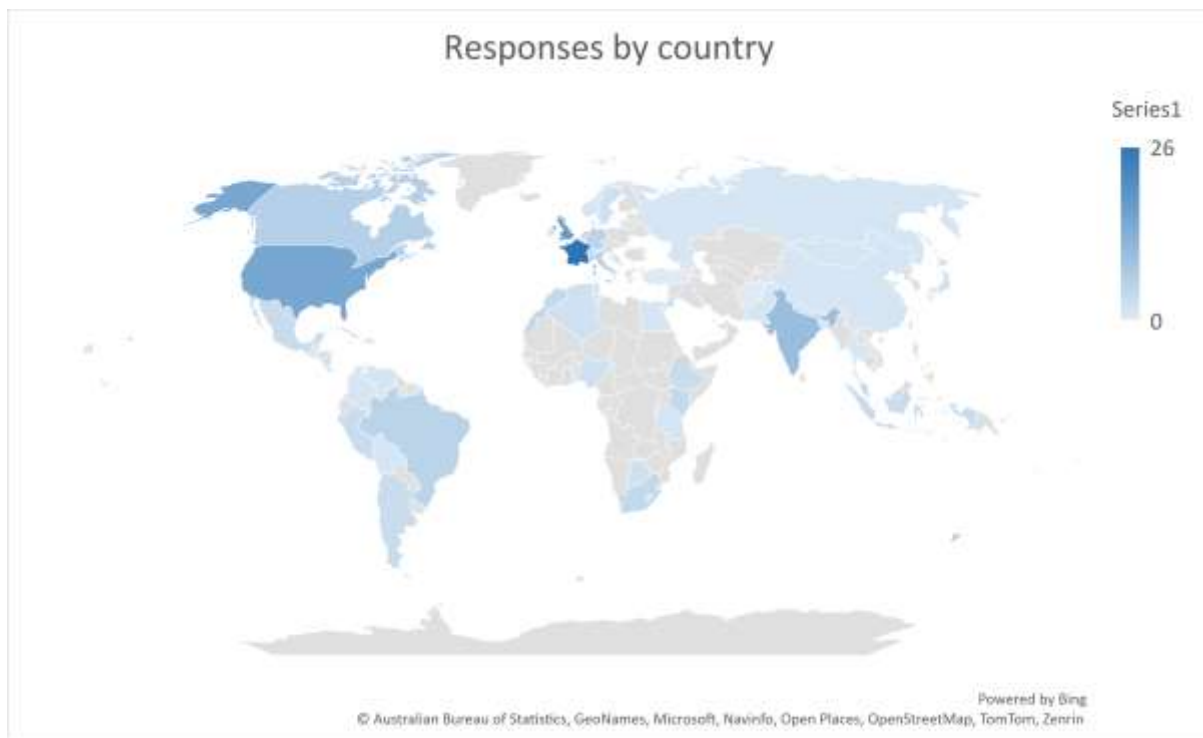


Figure 5. Responses submitted by country.

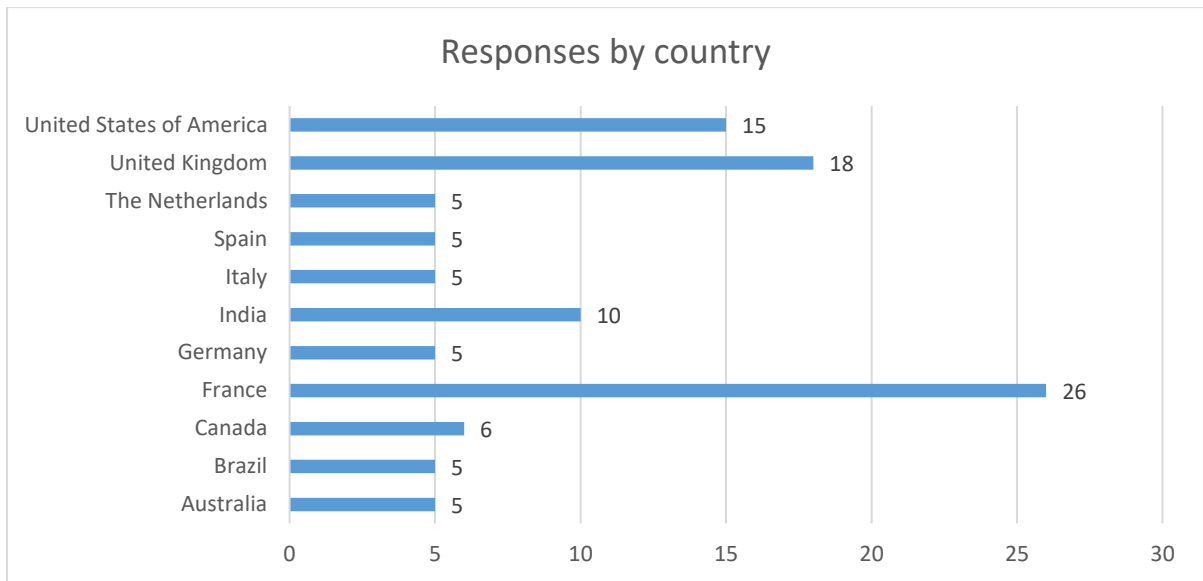


Figure 6. Responses submitted by country, showing only those countries with 5 or more respondents.

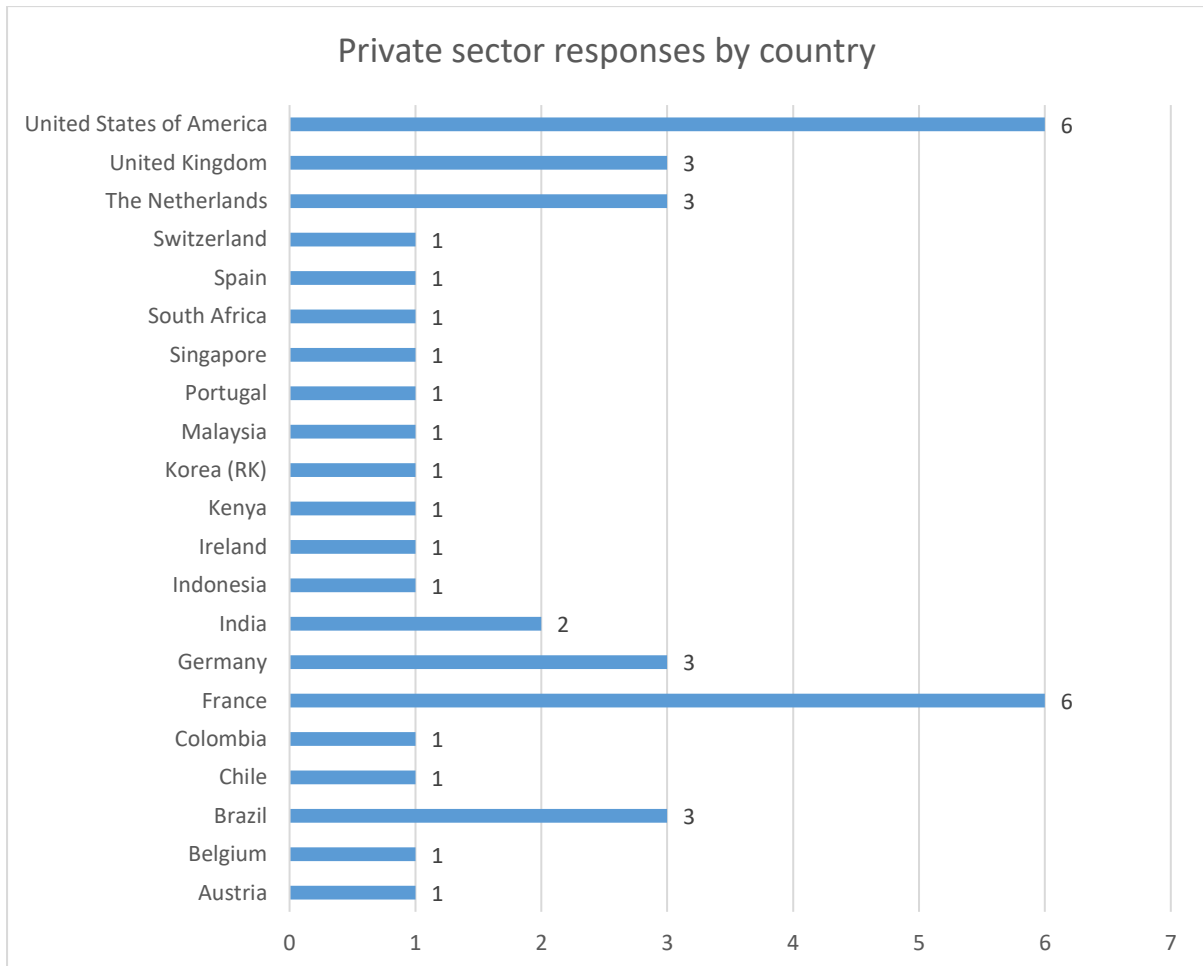


Figure 7. Number of responses by country for respondents that selected one of the 'Private sector' categories. Note that this is the country of the respondent and not necessarily the headquarters of the company.

2.5. Summary of the Likert scale responses to the statements given in the consultation.

See Appendix 3 for the results of Likert scale responses to all statements given in the consultation, disaggregated by IUCN constituents and private sector. Note that the Likert scale responses only include the respondents that provided feedback via the online survey form (n = 197).

2.5.1. Areas of highest disagreement with the statements

The statements with more than 20% of **ALL respondents** disagreeing (disagree, or strongly disagree) ⁴ are:

- Statement #20. It is appropriate that IUCN's approach focuses on opportunities and risks; and does not incorporate support to metrics or targets for dependencies (e.g. ecosystem services, nature's contributions to people), which are well-covered elsewhere - 34% ALL disagree (30.1% of IUCN constituents, 44.7% of private sector).
- Statement #34. The IUCN approach is an appropriate compromise between simplicity, to encourage uptake, and robustness, to reduce greenwashing - 23% ALL disagree (20.9% of IUCN constituents, 36.1% of private sector).
- Statement #33. The key principles and guardrails set out are robust enough to prevent unintended consequences and ensure that businesses' contributions to Nature-Positive using IUCN's approach have high integrity at the site scale - 22.9% ALL disagree (19.6% of IUCN constituents, 30.6% of private sector).
- Statement #29. IUCN's approach is a practical and iterative approach that will incentivise early action - 21.4% ALL disagree (17.2% of IUCN constituents, 41.7% of private sector).
- Statement #12. I use Nature-Positive to help frame and inform the work that I, or my organisation, undertakes – 20.8% ALL disagree (27.8% of IUCN constituents, 5.1% of private sector).
- Statement #36. The IUCN approach as presented is appropriately framed for use by Indigenous People and Local Communities (IPLCs) – 20.6% ALL disagree (20.4% of IUCN constituents, 27.8% of private sector).

Additional statements with more than 20% the **PRIVATE SECTOR respondents** disagreeing (disagree, or strongly disagree) are:

- Statement #24. IUCN's approach gives adequate guidance to regulators about how they can facilitate company contributions to Nature-Positive - 40.5% of private sector disagree.
- Statement #43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions along supply/value chains (i.e. for sectors or commodities at sub-national, national or regional level) – 34.3% of private sector disagree.
- Statement #44. The Species Threat Abatement and Restoration (STAR) metric (built on the IUCN Red List of Threatened Species™) is an appropriate metric to allow companies to screen sites, value chains, and investment portfolios for ongoing and existing impacts, and opportunities for making Nature-Positive contributions in relation to species extinction risk – 34.3% of private sector disagree.
- Statement #39. The assessment framework is suitable for Category B companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway – 26.5% of private sector disagree.
- Statement #27. IUCN's approach will allow businesses to quantify their negative and positive contributions on species and ecosystems – 25.7% of private sector disagree.

- Statement #42. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level – 25.7% of private sector disagree.
- Statement #28. IUCN’s approach will allow the aggregation of individual contributions to species and ecosystems to higher levels, such as by sector or country – 25% of private sector disagree.
- Statement #31. The logic and presentation of the IUCN approach seems clear – 22.2% of private sector disagree.
- Statement #35. IUCN’s approach is not an accounting/audit framework and should not be used to identify if a company is ‘Nature-Positive’ – 22.2% of private sector disagree.

2.5.2. Areas of disparity between IUCN constituents and private sector

The statements with the largest disparity in agreement or disagreement between responses given by private sector respondents and IUCN constituents are⁴:

- Statement #39. The assessment framework is suitable for Category B companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway - Agreement is 32.8% higher for IUCN constituents.
- Statement #43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions along supply/value chains (i.e. for sectors or commodities at sub-national, national or regional level) - Agreement is 28.9% higher for IUCN constituents.
- Statement #12. I use Nature-Positive to help frame and inform the work that I, or my organisation, undertakes - Agreement is 28.2% higher for private sector.
- Statement #24. IUCN’s approach gives adequate guidance to regulators about how they can facilitate company contributions to Nature-Positive – Disagreement is 28.2% higher for private sector.
- Statement #36. The IUCN approach as presented is appropriately framed for use by Indigenous People and Local Communities (IPLCs) - Agreement is 25.4% higher for IUCN constituents.
- Statement #29. IUCN’s approach is a practical and iterative approach that will incentivise early action – Disagreement is 24.4% higher for private sector.
- Statement #22. IUCN’s approach supports the Taskforce on Nature-related Financial Disclosures (TNFD) framework - Agreement is 23% higher for private sector.
- Statement #34. The IUCN approach is an appropriate compromise between simplicity, to encourage uptake, and robustness, to reduce greenwashing - Agreement is 22.7% higher for IUCN constituents.

3. Narrative feedback provided

In addition to the Likert scale responses to the statements, each section of the consultation allowed respondents to provide narrative feedback (see Appendix 1 for the consultation questions). IUCN received additional narrative feedback from 13 people via email (7 of which were from people who also provided responses in the online consultation form). This section summarises the comments received, and the key issues raised.

⁴ Agree = agree and strongly agree, Disagree = disagree and strongly disagree

The online survey form provided for one free text response per section. Each feedback comment was reviewed and assigned:

- if a 'response' is likely needed by IUCN,
- the section in the form where the comment was made
- the individual statement from the online form that is related to the comment
- a general comment category ("support", "disagree", "concern", "uncertainty" etc.)
- a keyword where relevant (e.g. "assurance", "scope", "IPLCs")

In addition, many of the feedback comments covered several issues related to different statements in the form. Therefore, where required each comment was disaggregated accordingly so each could be assigned to the most relevant survey form statement. The same approach was taken for responses received as additional feedback outside of the survey form.

3.1. Number of comments received

There were 679 unique comments provided after disaggregation of larger comments addressing different issues, of which 574 are considered to require a response from IUCN. The highest number of comments were provided in section 3 (Aims of the IUCN approach, n = 157 comments), and section 2 (Positioning – relationship with other frameworks/ initiatives, n = 150 comments). The statements with the highest number of associated comments were:

- "IUCN's approach will allow businesses to quantify their negative and positive contributions on species and ecosystems" (47 comments),
- "IUCN's approach is a practical and iterative approach that will incentivise early action" (39 comments), and
- "IUCN's approach, focusing on species and ecosystems, clearly fits within the broader Nature-Positive agenda" (34 comments).

3.2. Key issues raised

Below summarises the key issues raised through the comments provided through the consultation form and the additional feedback.

- The Measuring Nature Positive approach as described in Version 1 of the document is too long and complicated to be useful as a manual for delivering verified contributions to the Global Biodiversity Framework.
- The Measuring Nature Positive approach is limited by not including a means for companies to assess their dependencies on nature, including Nature's Contributions to People (NCP).
- Is the Measuring Nature Positive approach intended to be used to allow companies and other institutions to claim to be "Nature Positive"?
- In order for the Measuring Nature Positive approach to allow companies to formulate and deliver contributions to the Global Biodiversity Framework, a means for them to plan and deliver improvements to the status of ecosystems is essential. The present formulation of the ecosystem metric is clearly a placeholder. What plans do you have to present a complete ecosystem metric?
- Why does IUCN not include a measure of genetic diversity in the Measuring Nature Positive approach?

- Is there a way that the Measuring Nature Positive approach can be extended to marine and freshwater realms?
- How does the Measuring Nature Positive approach align with other corporate commitment platforms, target setting initiatives and disclosure frameworks?

4. Next version

IUCN will revise the “*Measuring Nature-Positive - Setting and implementing verified, robust targets for species and ecosystems*” document based on the feedback received through this consultation. The second version of the document will be ready for the IUCN Leaders Forum⁵ taking place 8-10 October 2024. We will also publish the comments received and detail how we have responded to the key issues raised.

⁵ IUCN Leaders Forum <https://www.iucn.org/events/large-event/iucn-leaders-forum-2024>

Appendix 1. Consultation questionnaire

1. About you (required)	
1. Email address.	Free text
2. First name.	Free text
3. Family Name.	Free text
4. Organisation.	Free text
5. Country.	Free text or drop down if possible
6. Are you part of an IUCN Constituent	Select one: Yes No
7. Status - IUCN constituents.	Select all that apply: <ul style="list-style-type: none"> • IUCN Member (Affiliate/ Government Agency/ International Non-Government Agency/ National Non-Government Agency/ State IUCN Membership) • Indigenous Groups • IUCN Council • IUCN Commission (CEC/ CEESP/ WCEL/ CEM/ SSC/ WCPA) • IUCN Secretariat
8.i. Status - Non-IUCN organisations - private sector.	Select all that apply: <ul style="list-style-type: none"> • Private sector category A – companies where their environmental impacts are primarily site based (e.g. extractives, agriculture, infrastructure) • Private sector category B – companies where their environmental impacts are primarily embedded in value/supply chains linked to land holdings (e.g. clothing sector, retailers and wholesalers) • Private sector category C – finance companies with portfolios that contain companies from categories A and B • Private sector other – including business alliances and networks
8.ii. Status - Non-IUCN organisations - civil society and government.	Select all that apply: <ul style="list-style-type: none"> • Non-governmental organisation • Government/Government agency • Academia • Indigenous Peoples and Local Communities • Other
9. I consent to my personal data being shared with IUCN. This data will be solely stored in IUCN servers for six months after the end of the consultation and thereafter deleted. My contact details will not be used for any other purpose than under the scope of the consultation. All data will be handled in accordance with IUCN	Select one: I consent I do not consent (can't go any further)

<p>data policy (https://www.iucn.org/sites/dev/files/iucn_data_protection_policy.pdf) and for questions or concerns related to data privacy, please contact kevin.smith@iucn.org.</p>	
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2. Understanding of Nature-Positive and IUCN’s role (required)

10. I have heard of the term ‘Nature-Positive’ before my engagement with this consultation on the IUCN approach.	Select one: Yes No
11. I have a good understanding of what ‘Nature-Positive’ means.	Likert scale
12. I use Nature-Positive to help frame and inform the work that I, or my organisation, undertakes.	Likert scale
13. Guidance is needed to support society, including the private sector, in making contributions towards a Nature-Positive world.	Likert scale
14. IUCN is well placed to provide guidance to its Membership on delivering and measuring conservation outcomes within a Nature-Positive framework.	Likert scale
15. IUCN is well placed to provide guidance to the private sector on delivering and measuring conservation outcomes within a Nature-Positive framework.	Likert scale
16. I am interested in using the IUCN approach in my work for setting and implementing targets for species and ecosystems within a Nature-Positive framework.	Likert scale
17. Do you have comments or additional points to make about your responses to any of the statements in this section? (optional)	Long comment field

3. The IUCN approach (optional)

3.1. Positioning – relationship with other frameworks/ initiatives

18. IUCN’s approach, focusing on species and ecosystems, clearly fits within the broader Nature-Positive agenda.	Likert scale
19. IUCN’s approach builds on yet goes beyond the mitigation hierarchy.	Likert scale
20. It is appropriate that IUCN’s approach focuses on opportunities and risks; and does not incorporate support to metrics or targets for dependencies (e.g. ecosystem services, nature’s contributions to people), which are well-covered elsewhere.	Likert scale
21. IUCN’s approach supports the Science Based Targets Network (SBTN) framework .	Likert scale
22. IUCN’s approach supports the Taskforce on Nature-related Financial Disclosures (TNFD) framework .	Likert scale
23. IUCN’s approach supports private sector contributions towards meeting the goals of the Kunming-Montreal Global Biodiversity Framework, and Sustainable Development Goals .	Likert scale
24. IUCN’s approach gives adequate guidance to regulators about how they can facilitate company contributions to Nature-Positive.	Likert scale
25. Do you have comments or additional points to make about your responses to any of the statements in this section?	Long comment field

3.2. Aims of the IUCN approach


26. IUCN’s approach will allow businesses and their investors to assess where they are on the journey towards making Nature-Positive contributions, and how to move forward.	Likert scale
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27. IUCN's approach will allow businesses to quantify their negative and positive contributions on species and ecosystems.	Likert scale
28. IUCN's approach will allow the aggregation of individual contributions to species and ecosystems to higher levels, such as by sector or country.	Likert scale
29. IUCN's approach is a practical and iterative approach that will incentivise early action.	Likert scale
30. The IUCN approach allows IUCN members to understand how they can support the process of delivering Nature-Positive contributions, through their direct interventions and in support of company contributions.	Likert scale
31. The logic and presentation of the IUCN approach seems clear.	Likert scale
32. Do you have comments or additional points to make about your responses to any of the statements in this section?	Long comment field
3.3. Safeguards/ high integrity	
33. The key principles and guardrails set out are robust enough to prevent unintended consequences and ensure that businesses' contributions to Nature-Positive using IUCN's approach have high integrity at the site scale.	Likert scale
34. The IUCN approach is an appropriate compromise between simplicity, to encourage uptake, and robustness, to reduce greenwashing.	Likert scale
35. IUCN's approach is not an accounting/audit framework and should not be used to identify if a company is 'Nature-Positive'.	Likert scale
36. The IUCN approach as presented is appropriately framed for use by Indigenous People and Local Communities (IPLCs).	Likert scale
37. Do you have comments or additional points to make about your responses to any of the statements in this section?	Long comment field
3.4. Assessment framework	
a. Pathway of delivery towards Nature-Positive contributions	
38. The assessment framework is suitable for <u>Category A</u> companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway. (Category A = companies where their environmental impacts are primarily site based, e.g. extractives, agriculture, infrastructure).	Likert scale
39. The assessment framework is suitable for <u>Category B</u> companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway. (Category B = companies where their environmental impacts are primarily embedded in value/supply chains linked to land holdings, e.g. clothing sector, retailers and wholesalers).	Likert scale
40. Which of the two proposed pathways (Sections 7.3.0 and 7.3.1 in the Nature Positive paper) for Category C companies are better suited to supporting finance companies on their journey to nature positive: A - Scoring system based on where a company is on the pathway towards Nature-Positive. B - The investment share approach that attributes STAR scores to products/industries. (Cat. C = finance companies with portfolios that contain companies from categories A and B.)	Select your preferred pathway: A B
41. Do you have comments or additional points to make about your responses to any of the statements or questions in this section?	Long comment field
b. Metrics to quantify contributions on species and ecosystems	

42. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level.	Likert scale
43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions along supply/value chains (i.e. for sectors or commodities at sub-national, national or regional level).	Likert scale
44.. The Species Threat Abatement and Restoration (STAR) metric (built on the IUCN Red List of Threatened Species™) is an appropriate metric to allow companies to screen sites, value chains, and investment portfolios for ongoing and existing impacts, and opportunities for making Nature-Positive contributions in relation to species extinction risk.	Likert scale
45. The proposal for the development of an ecosystem metric to measure Nature-Positive contributions is realistic.	Likert scale
46. Do you have comments or additional points to make about your responses to any of the statements in this section?	Long comment field

Appendix 2. Communications materials


The communication materials developed to support awareness raising activities for the IUCN approach and consultation.



MEASURING NATURE POSITIVE

Setting and implementing verified and robust targets for species and ecosystems.

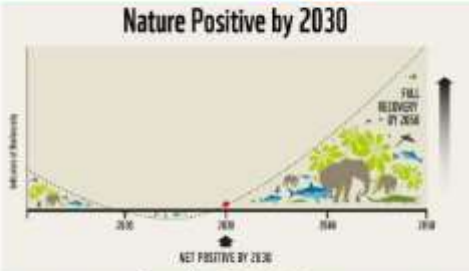
AN OPEN CONSULTATION by IUCN to approach measuring Nature Positive. Find out more by downloading the IUCN consultation form and sharing it with your clients.



What is Nature Positive?

Nature Positive is a global societal goal defined as **'Halt and Reverse Nature Loss by 2030** on a 2020 baseline, and **achieve full recovery by 2050**'. It means ensuring **more nature in the world in 2030 than in 2020** and continued recovery after that.


The Nature Positive goal is designed to drive society to deliver a **measurable absolute improvement** in the state of nature against a **defined baseline**, which will in turn improve nature's ability to contribute to human wellbeing.



Source: Nature Positive Initiative

IUCN's Measuring Nature Positive approach

IUCN's approach provides governments, companies, and civil society organisations a **comprehensive, science-based, and location-specific method** to make commitments, set targets, and track progress toward the Global Goal for Nature.




Governments, civil society, individuals and the private sector will all need to make their contributions.


Metrics


- **Species Threat Abatement and Restoration (STAR)**
Derived from the **IUCN Red List of Threatened Species™**, the STAR metric pinpoints key areas for interventions, prioritising efforts to reduce threats and **minimise the risk of species extinction**.
- **A metric combining ecosystem extent and condition**
A metric allowing stakeholders to **deliver quantified improvements in ecosystem extent and condition** incorporating elements from the **IUCN Red List of Ecosystems**.


Outcomes


IUCN's approach will enable companies to make meaningful, measurable contributions to the Global Goal for Nature. The approach will enable companies to report and disclose measured progress, with the ability to:

- 


Build on and go beyond the **mitigation hierarchy**, by encompassing the whole value chain, which encourages the systemic transformation of companies' relationship to nature;
- 


Assess **exposure to impact risk on species and ecosystems** wherever biodiversity is present and **identify opportunities** to improve the state of nature;
- 


Measure a baseline, **quantify negative and positive contributions to nature** with science-based metrics for species and ecosystems, and assess their contribution to the Global Goal for Nature;
- 

Compare and **aggregate their contribution** with those of other companies or stakeholders, to monitor progress and joint efforts at landscape, country or sector level;
- 

Assess where they are on the journey to **Nature Positive contributions**, and track contributions to global policy goals and provide a **means of measuring outcomes from innovative financial mechanisms**.


<https://www.iucn.org/our-work/biodiversity/nature-positive>


<https://www.naturepositive.org/>


[Link to consultation form: https://bit.ly/3rQ4A9](https://bit.ly/3rQ4A9)

Flyer used to promote the IUCN approach and consultation to IUCN constituents via email.

16



NATURE POSITIVE: Achieving Global Biodiversity Goals

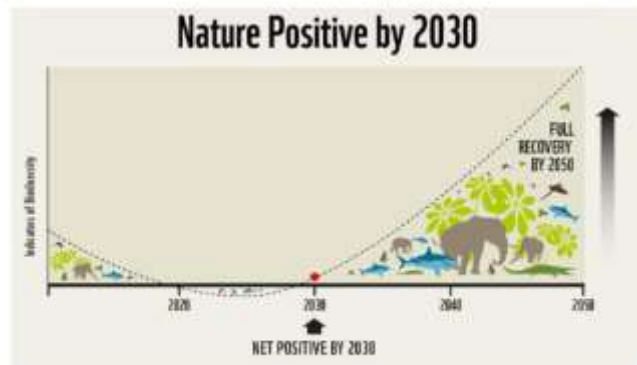
Collaborative efforts are needed among governments, civil society, individuals, and the private sector.



An open consultation on IUCN'S approach is currently underway. Join us in shaping IUCN's approach to measuring Nature Positive by submitting your feedback before the 15 March.



Nature Positive is a global societal goal defined as **'Halt and Reverse Nature Loss by 2030** on a 2020 baseline, and **achieve full recovery by 2050**'. To put this more simply, it means ensuring **more nature in the world in 2030 than in 2020** and continued recovery after that.



Source: Nature Positive Initiative



MEASURING NATURE- POSITIVE IMPACT: Transparent Metrics for Progress

The approach includes complementary metrics for two key components of biodiversity applicable at local, national, regional and global levels.

Species
Threat
Abatement
and
Restoration
metric



Metric combining
ecosystem extent
and condition



IUCN's approach offers **governments, companies, and civil society organisations** a comprehensive, science-based, and **location-specific** method to:



An open consultation on IUCN'S approach is currently underway. Join us in shaping IUCN's approach to measuring Nature Positive by submitting your feedback before the 15 March.





EMPOWERING COMPANIES FOR NATURE-POSITIVE ACTION: Pathways to Engagement

IUCN proposes pathways for three profiles of companies according to their ability to make direct or **influence Nature Positive decisions**:



An open consultation on IUCN'S approach is currently underway. Join us in shaping IUCN's approach to measuring Nature Positive by submitting your feedback before the **15 March**.



How companies can influence or make Nature Positive decisions

Category A: Should apply the mitigation hierarchy, **above** and **beyond** their operational footprint.

Category B: Need to work across their supply chain with a **commodity-based approach**.

Category C: Should **screen and score investees** and incentivise decisions with Nature Positive outcomes.

Series of infographics used to promote the IUCN approach and the consultation via the IUCN LinkedIn posts.

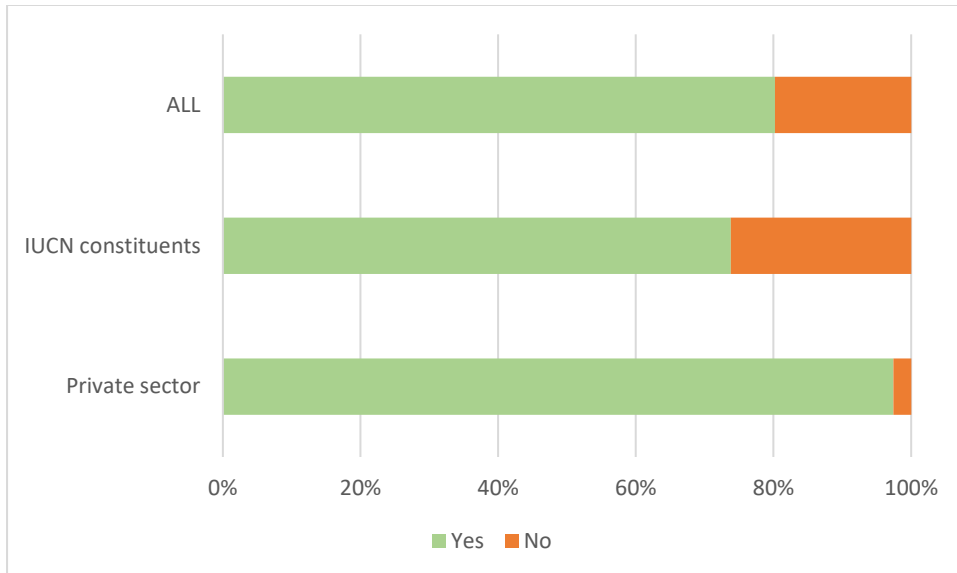
Appendix 3. Details of the Likert scale responses to the statements given in the consultation.

The responses given using the Likert scale to the statements in the consultation are provided below. For each statement there are three charts:

- i. **ALL** – includes responses from ALL respondents (n = 197)
- ii. **IUCN constituents** – includes responses from only those respondents who selected one of the IUCN constituency categories (n = 126)
- iii. **Private sector** - includes responses from only those respondents who selected one of the 'Private sector' categories in the 'Non-IUCN constituents' section (n = 39)

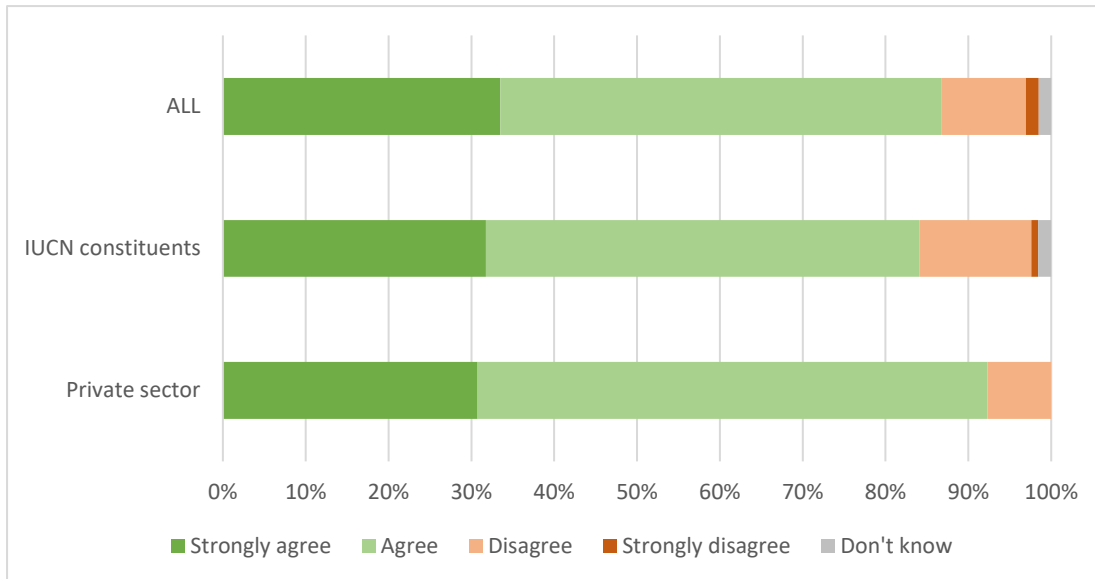
Understanding of Nature-Positive and IUCN's role

Statement 10. I have heard of the term 'Nature-Positive' before my engagement with this consultation on the IUCN approach.



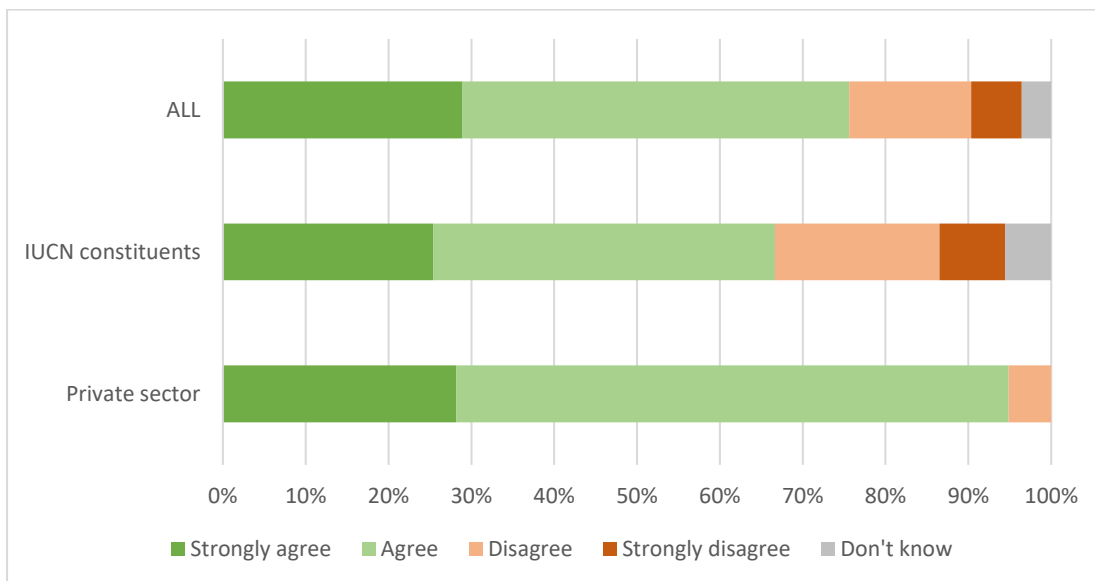
N = All - 197; IUCN – 126; PS - 39

Statement 11. I have a good understanding of what 'Nature-Positive' means.



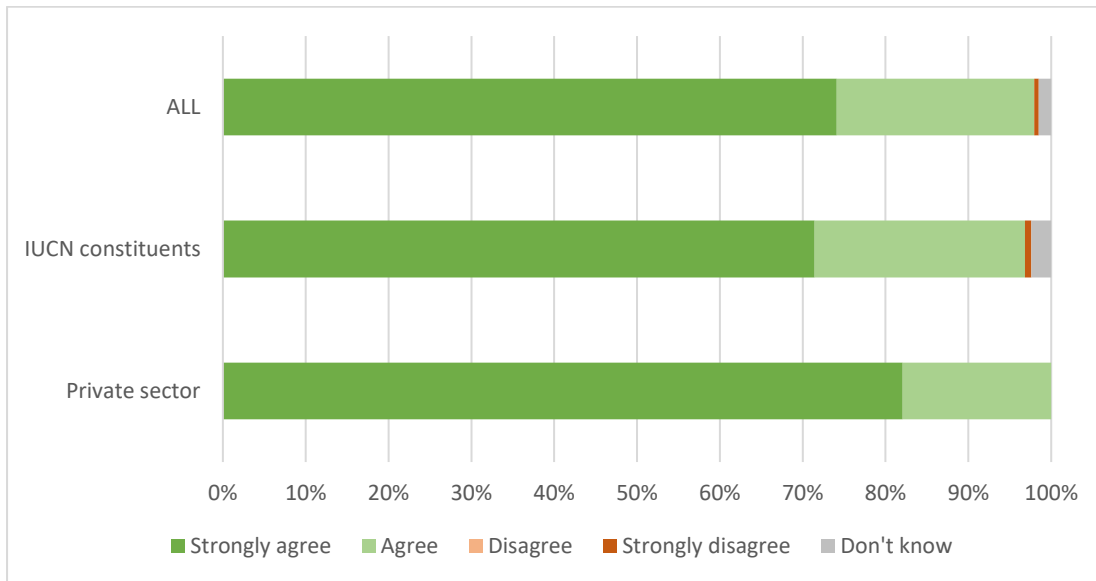
N = All - 197; IUCN – 126; PS - 39

Statement 12. I use Nature-Positive to help frame and inform the work that I, or my organisation, undertakes.



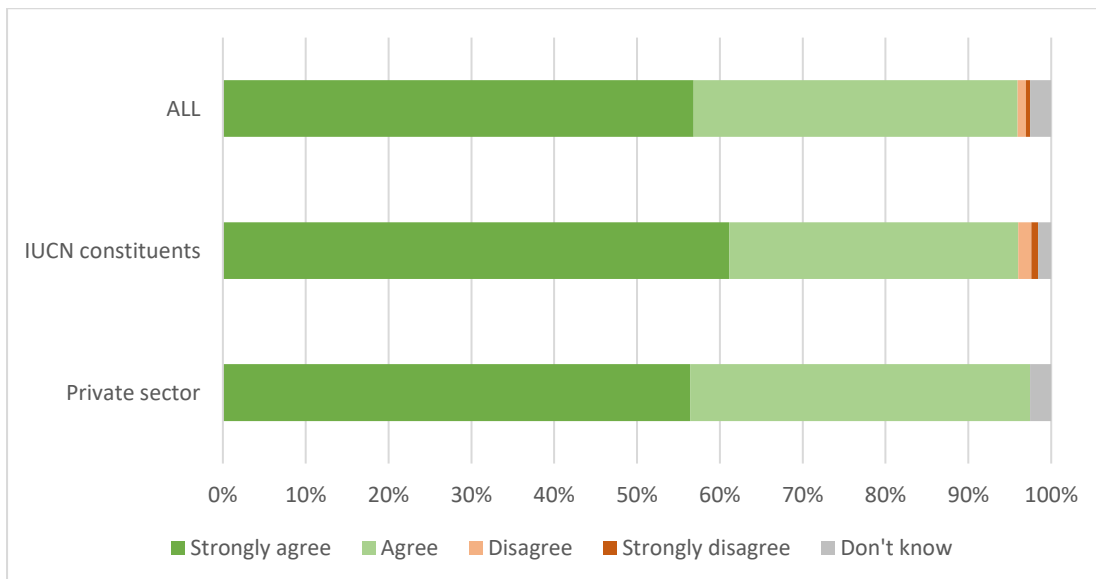
N = All - 197; IUCN – 126; PS - 39

Statement 13. Guidance is needed to support society, including the private sector, in making contributions towards a Nature-Positive world.



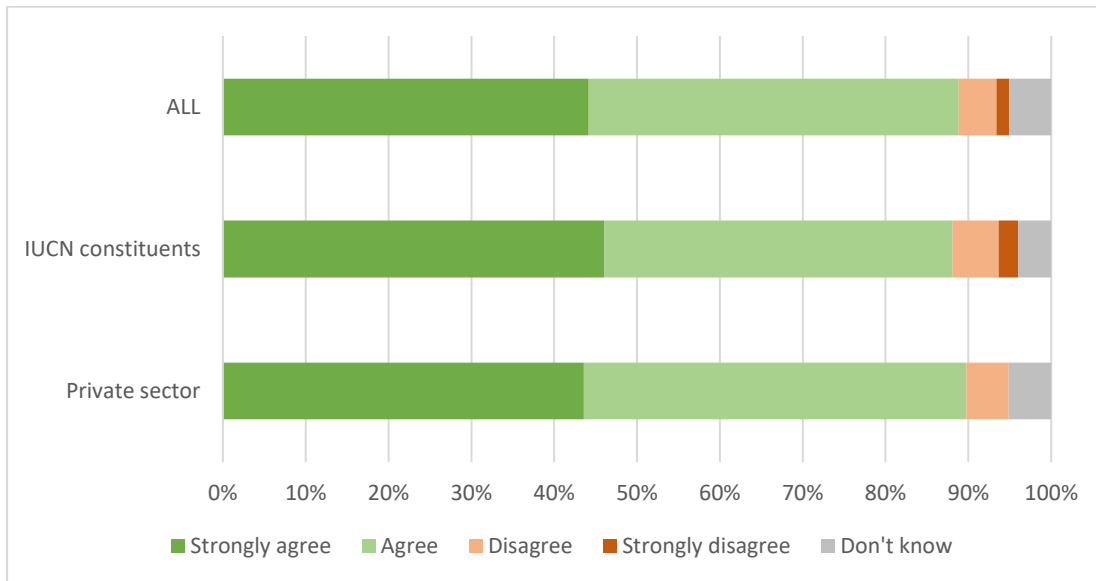
N = All - 197; IUCN – 126; PS - 39

Statement 14. IUCN is well placed to provide guidance to its Membership on delivering and measuring conservation outcomes within a Nature-Positive framework.



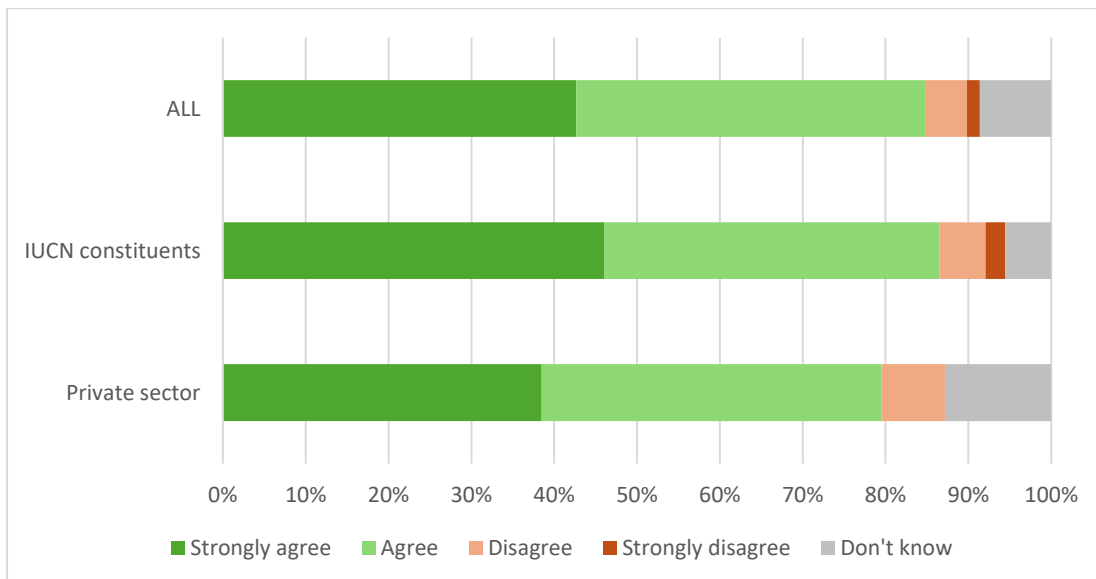
N = All - 197; IUCN – 126; PS - 39

Statement 15. IUCN is well placed to provide guidance to the private sector on delivering and measuring conservation outcomes within a Nature-Positive framework.



N = All - 197; IUCN – 126; PS - 39

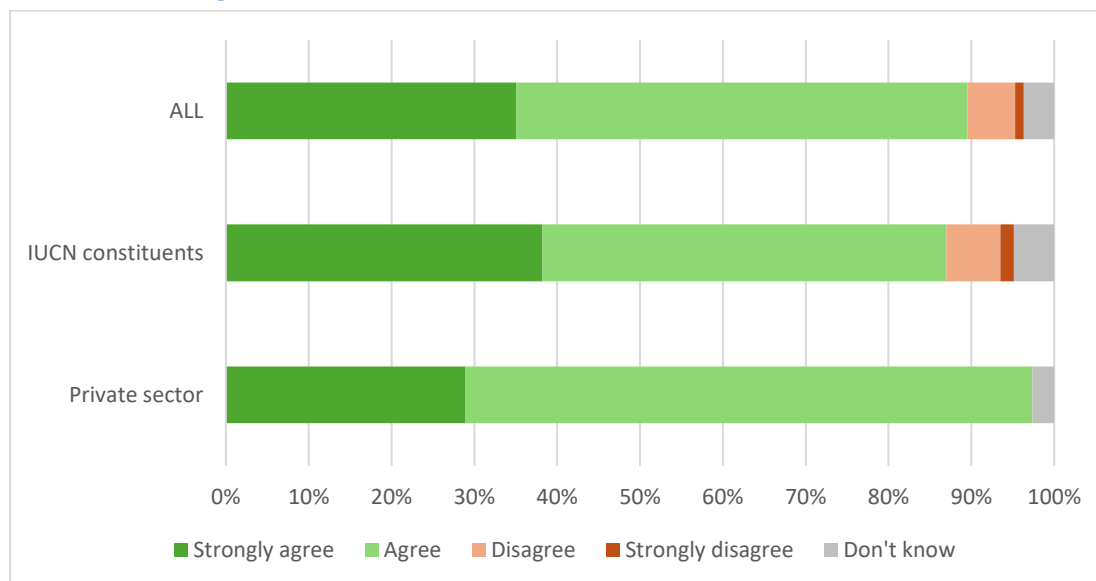
Statement 16. I am interested in using the IUCN approach in my work for setting and implementing targets for species and ecosystems within a Nature-Positive framework.



N = All - 197; IUCN – 126; PS - 39

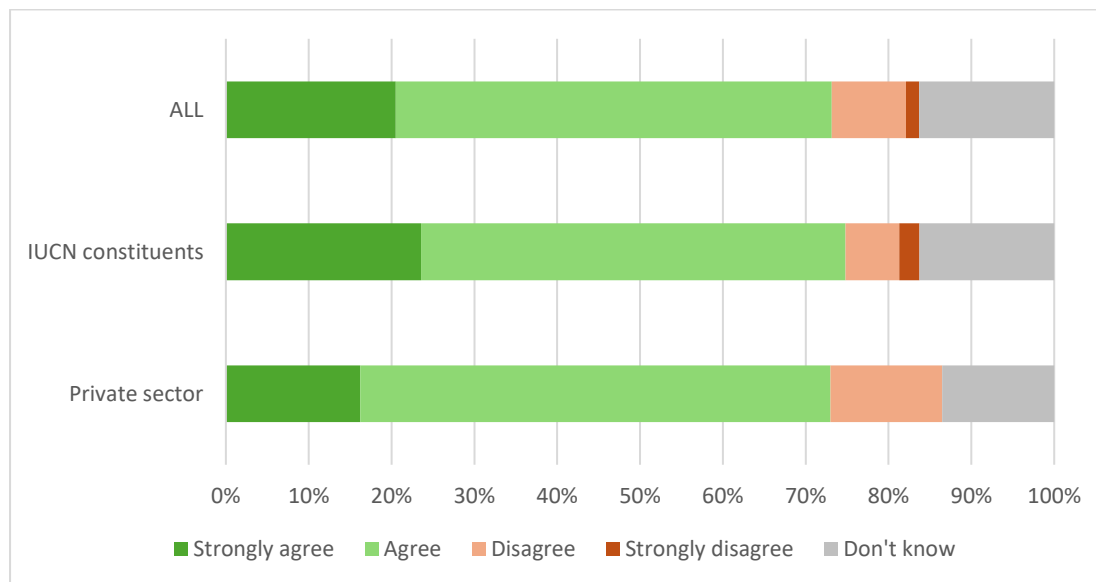
Positioning – relationship with other frameworks/ initiatives

Statement 18. IUCN’s approach, focusing on species and ecosystems, clearly fits within the broader Nature-Positive agenda.



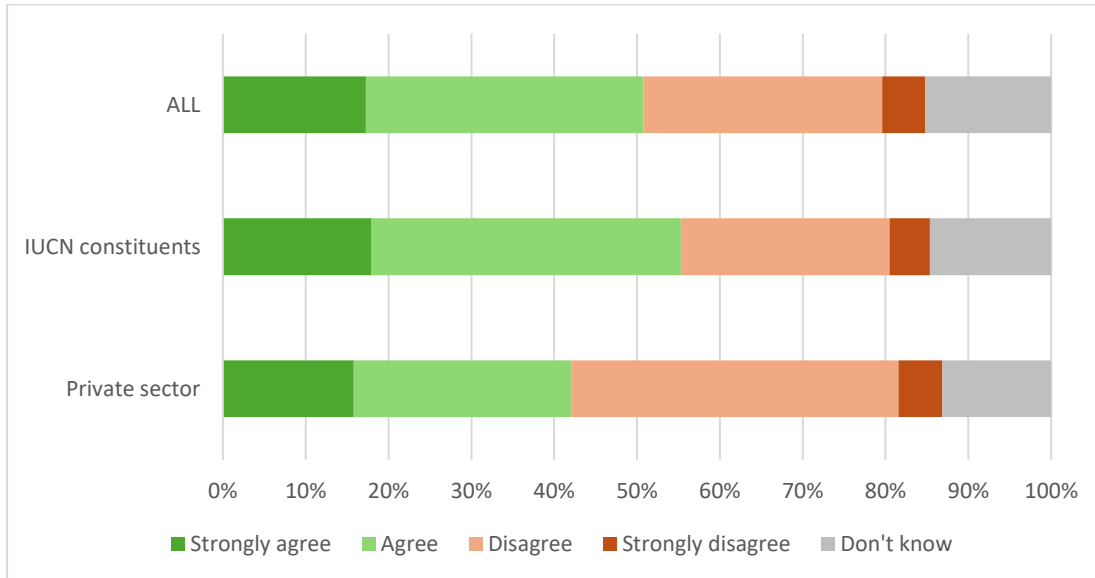
N = All - 191; IUCN – 123; PS - 38

Statement 19. IUCN’s approach builds on yet goes beyond the mitigation hierarchy.



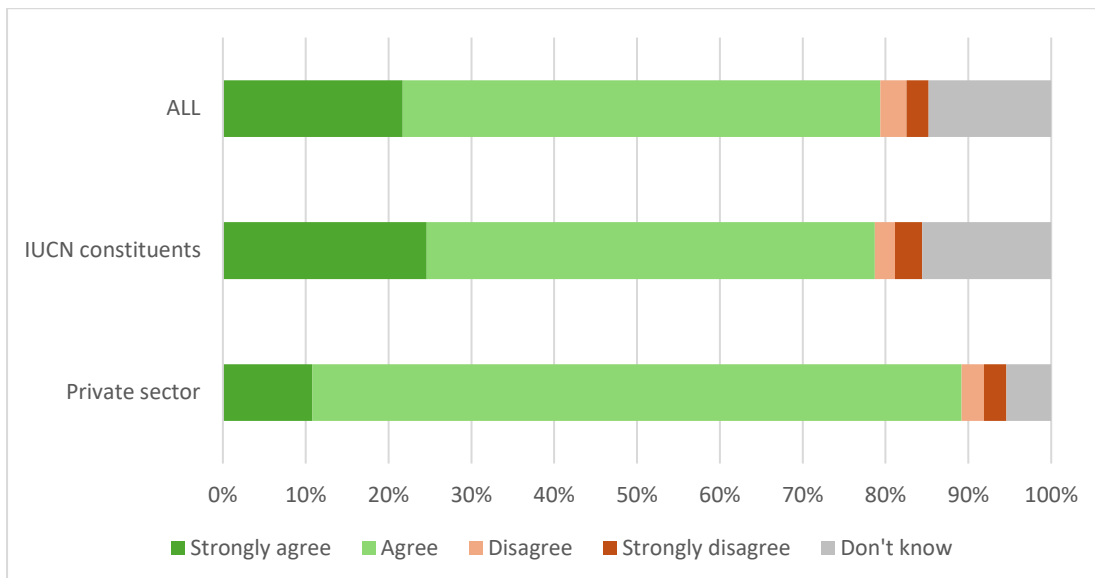
N = All - 190; IUCN – 123; PS - 37

Statement 20. It is appropriate that IUCN’s approach focuses on opportunities and risks; and does not incorporate support to metrics or targets for dependencies (e.g. ecosystem services, nature’s contributions to people), which are well-covered elsewhere.



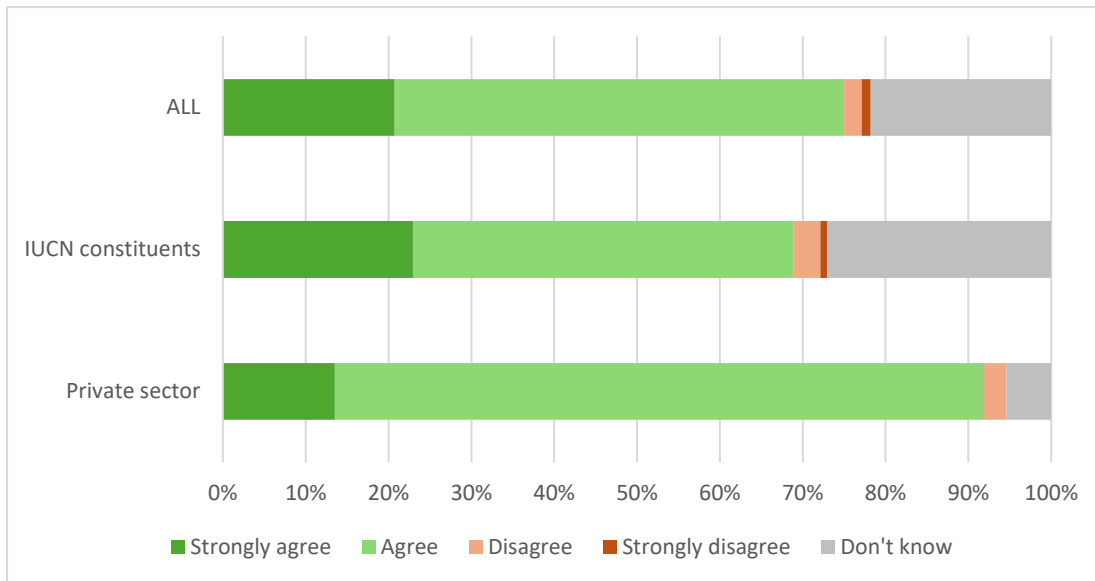
N = All - 191; IUCN – 123; PS - 38

Statement 21. IUCN’s approach supports the Science Based Targets Network (SBTN) framework.



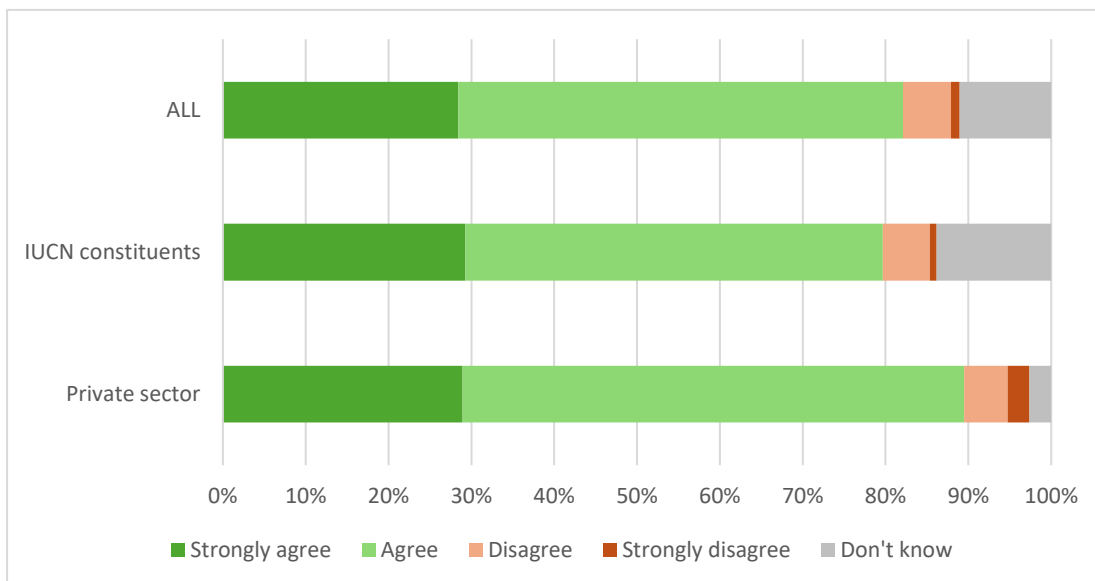
N = All - 189; IUCN – 122; PS - 37

Statement 22. IUCN’s approach supports the Taskforce on Nature-related Financial Disclosures (TNFD) framework.



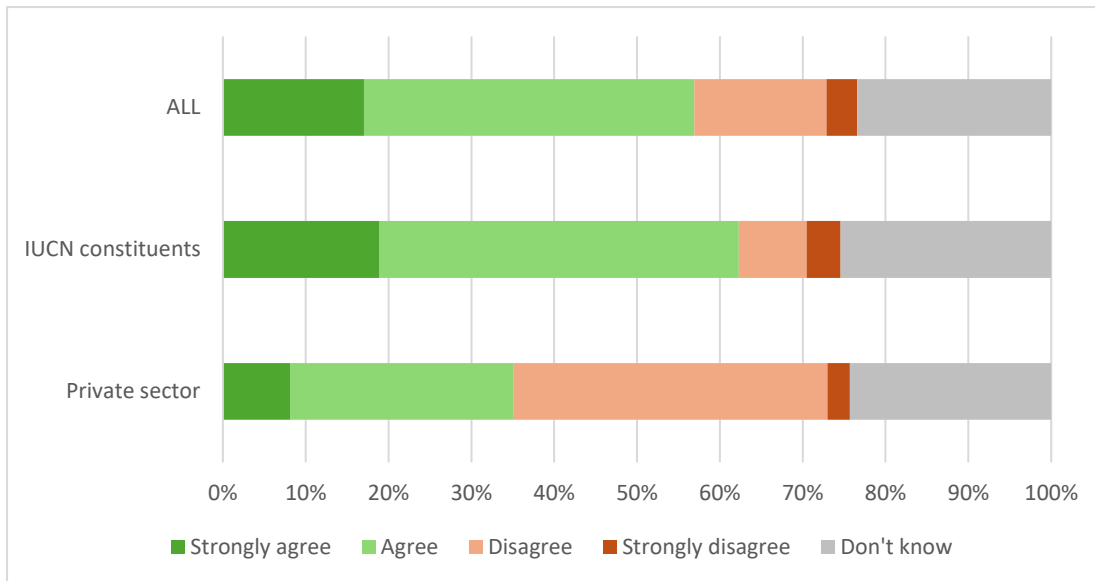
N = All - 188; IUCN – 122; PS - 37

Statement 23. IUCN’s approach supports private sector contributions towards meeting the goals of the Kunming-Montreal Global Biodiversity Framework, and Sustainable Development Goals.



N = All - 190; IUCN – 123; PS - 38

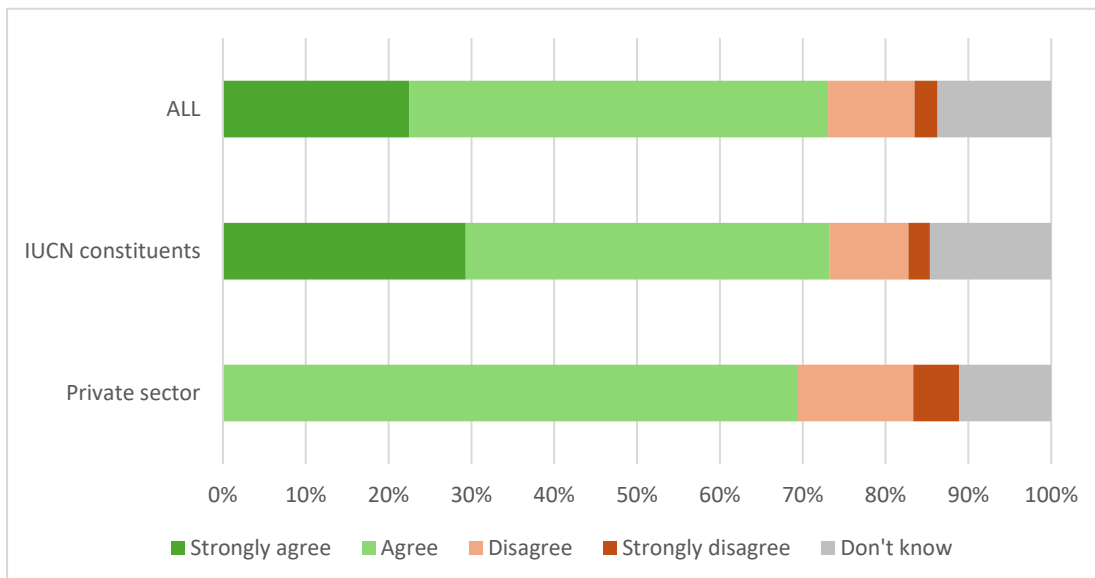
Statement 24. IUCN's approach gives adequate guidance to regulators about how they can facilitate company contributions to Nature-Positive.



N = All - 188; IUCN - 122; PS - 37

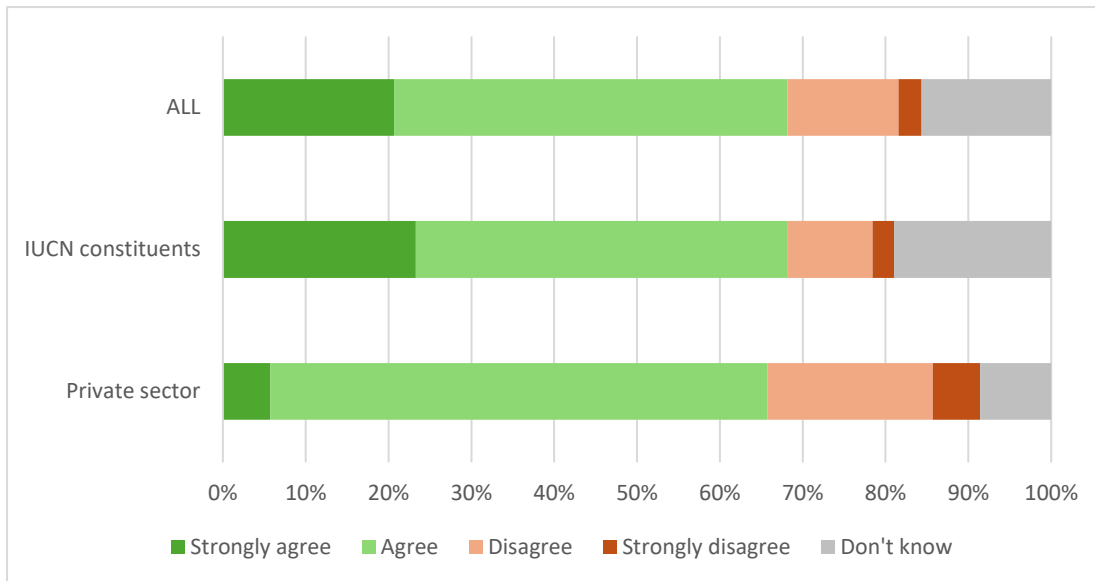
Aims of the IUCN approach

Statement 26. IUCN's approach will allow businesses and their investors to assess where they are on the journey towards making Nature-Positive contributions, and how to move forward.



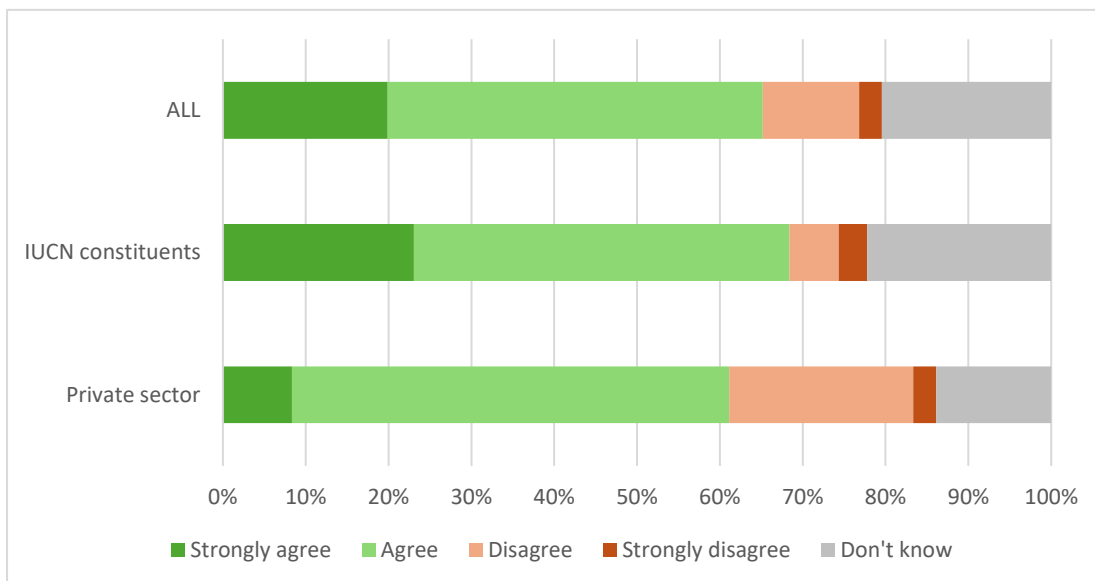
N = All - 182; IUCN - 116; PS - 36

Statement 27. IUCN's approach will allow businesses to quantify their negative and positive contributions on species and ecosystems.



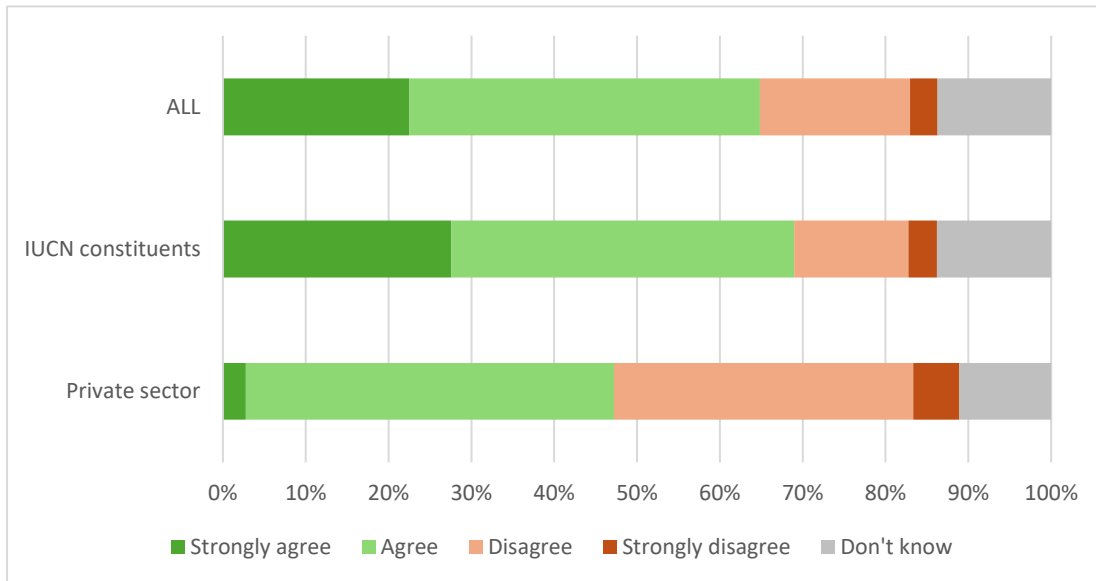
N = All - 179; IUCN - 116; PS - 35

Statement 28. IUCN's approach will allow the aggregation of individual contributions to species and ecosystems to higher levels, such as by sector or country.



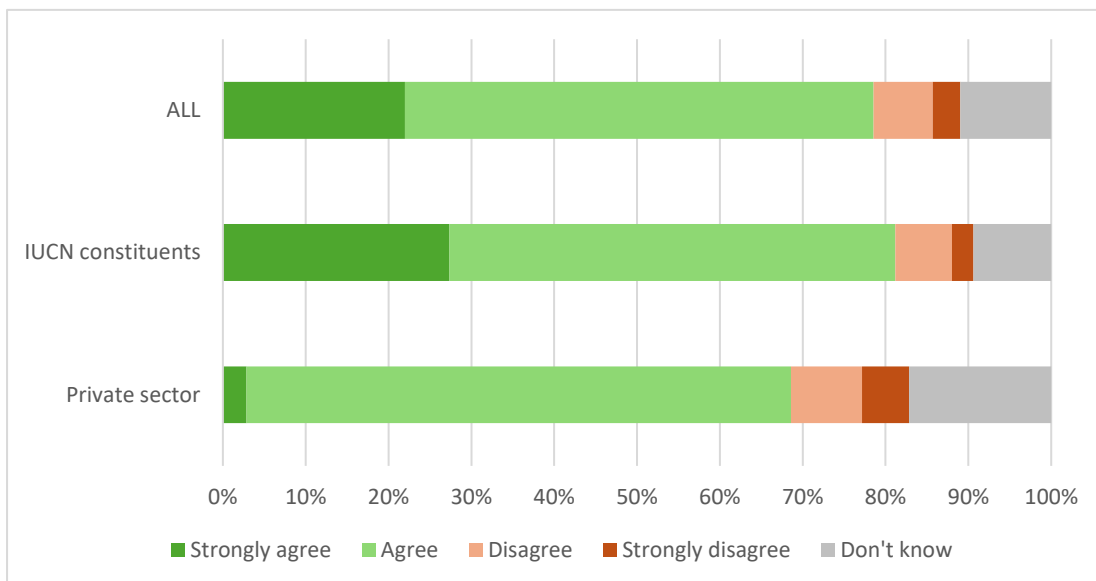
N = All - 181; IUCN - 117; PS - 36

Statement 29. IUCN's approach is a practical and iterative approach that will incentivise early action.



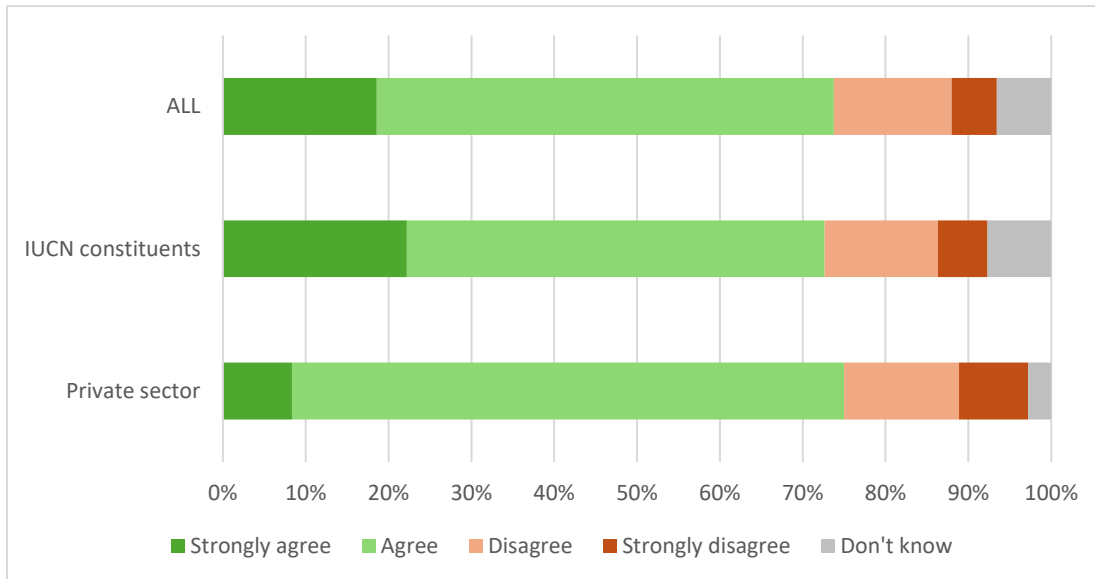
N = All - 182; IUCN - 116; PS - 36

Statement 30. The IUCN approach allows IUCN members to understand how they can support the process of delivering Nature-Positive contributions, through their direct interventions and in support of company contributions.



N = All - 182; IUCN - 117; PS - 35

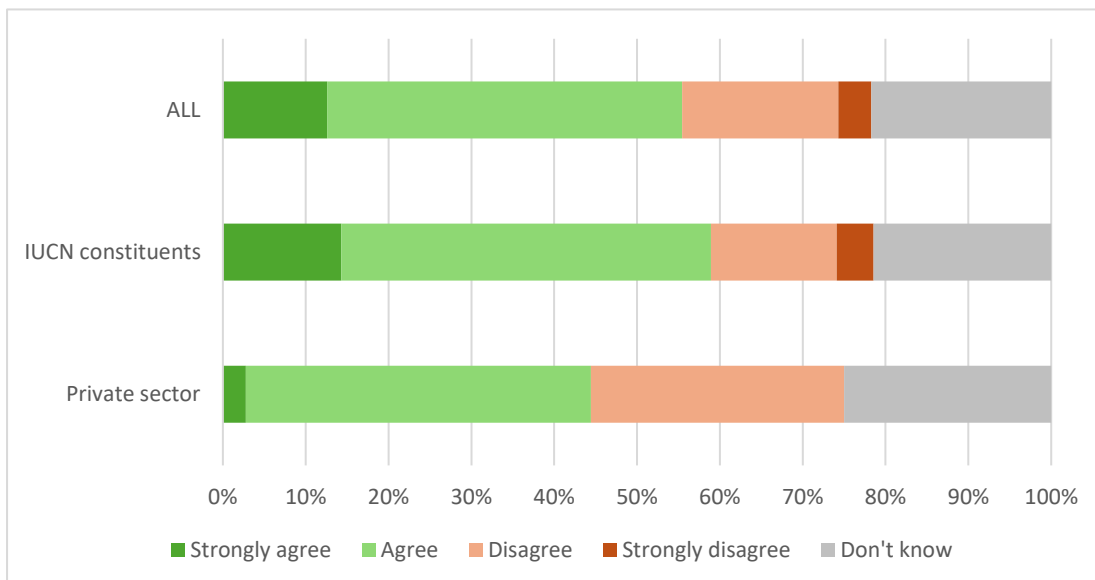
Statement 31. The logic and presentation of the IUCN approach seems clear.



N = All - 183; IUCN – 117; PS - 36

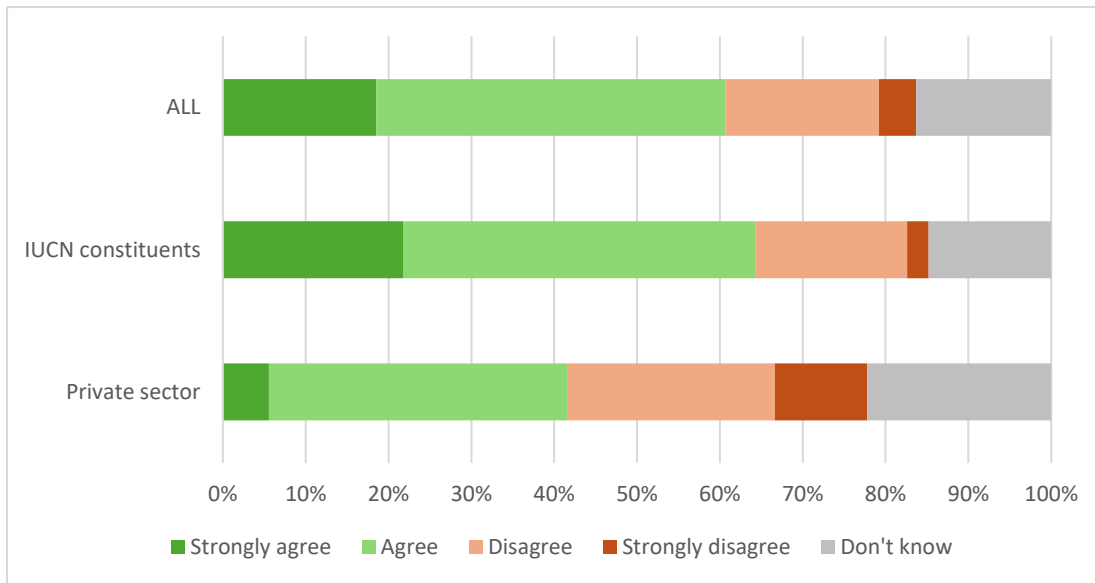
Safeguards/ high integrity

Statement 33. The key principles and guardrails set out are robust enough to prevent unintended consequences and ensure that businesses' contributions to Nature-Positive using IUCN's approach have high integrity at the site scale.



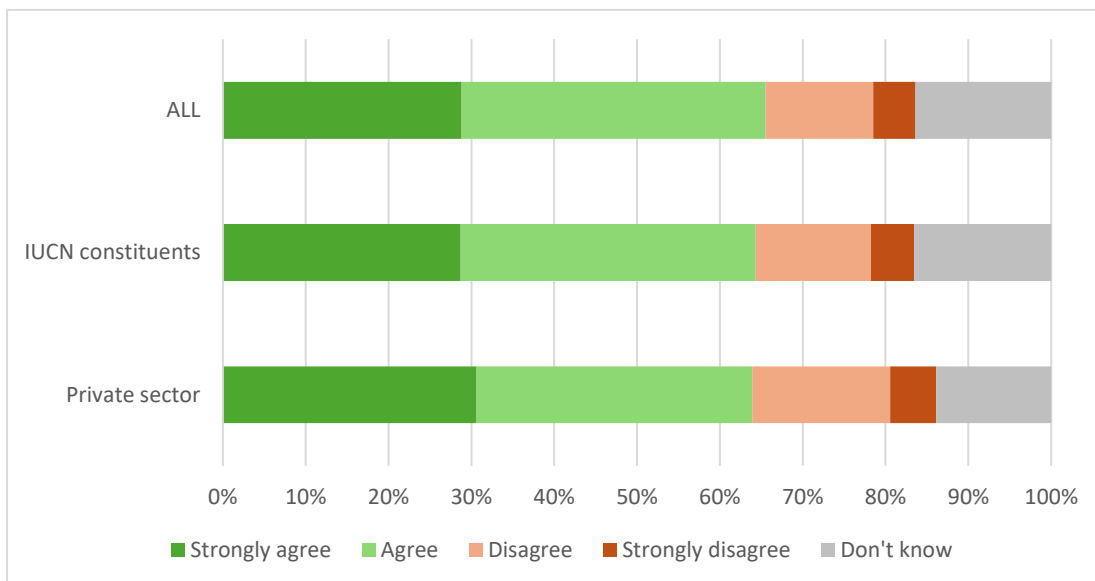
N = All - 175; IUCN – 112; PS - 36

Statement 34. The IUCN approach is an appropriate compromise between simplicity, to encourage uptake, and robustness, to reduce greenwashing.



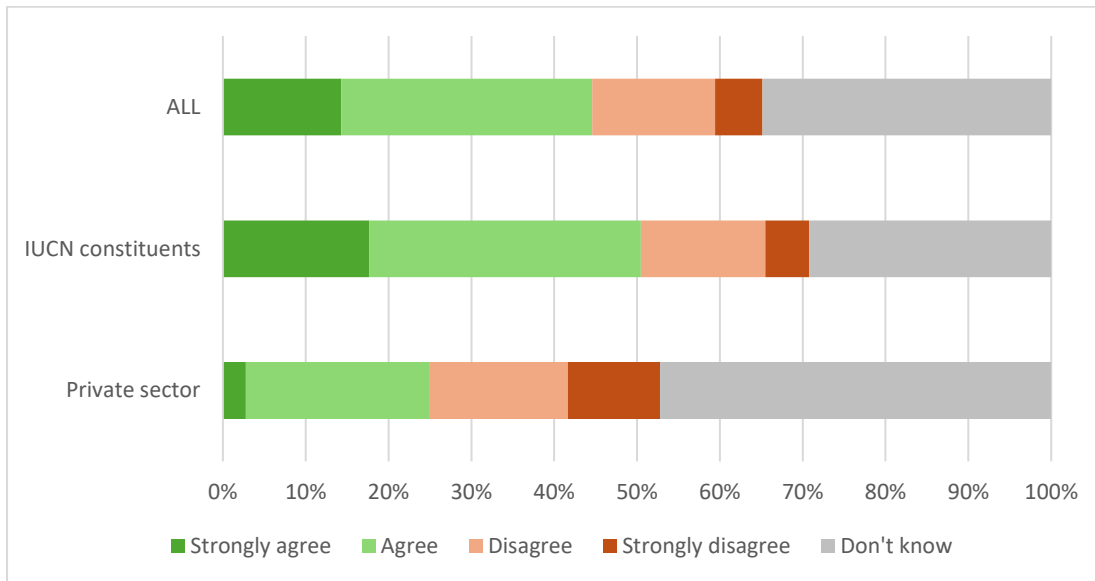
N = All - 178; IUCN – 115; PS - 36

Statement 35. IUCN’s approach is not an accounting/audit framework and should not be used to identify if a company is ‘Nature-Positive’.



N = All - 177; IUCN – 115; PS – 36

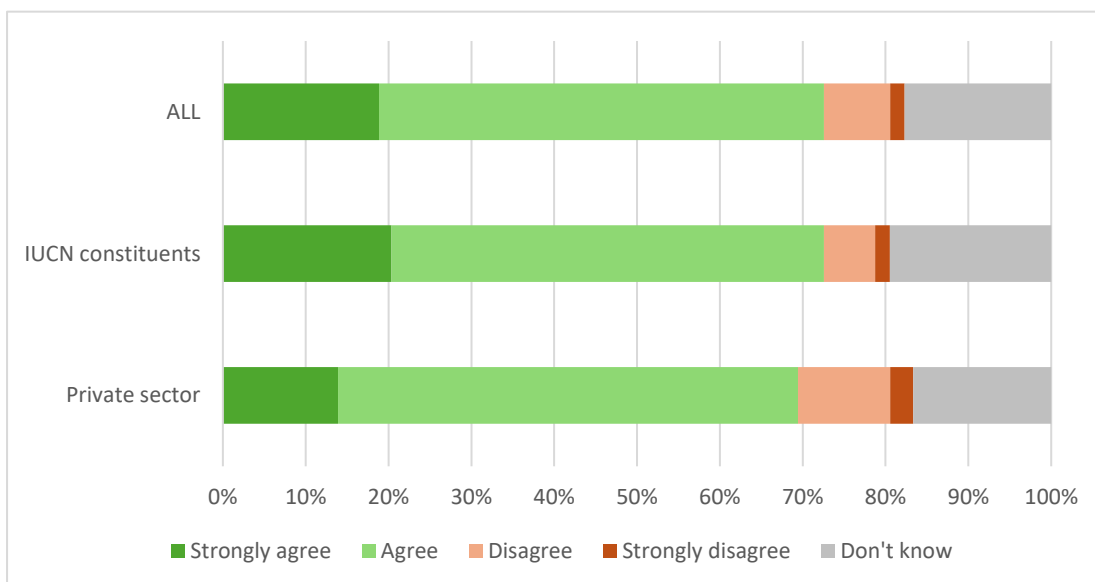
Statement 36. The IUCN approach as presented is appropriately framed for use by Indigenous People and Local Communities (IPLCs).



N = All - 175; IUCN – 113; PS - 36

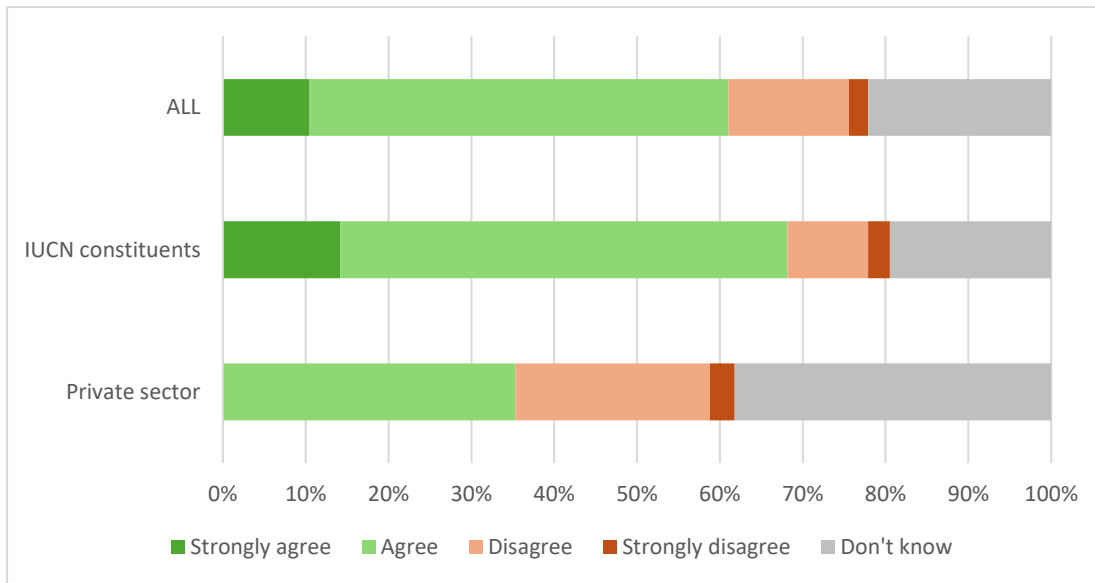
Assessment framework - Pathway of delivery towards Nature-Positive contributions

Statement 38. The assessment framework is suitable for Category A companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway.



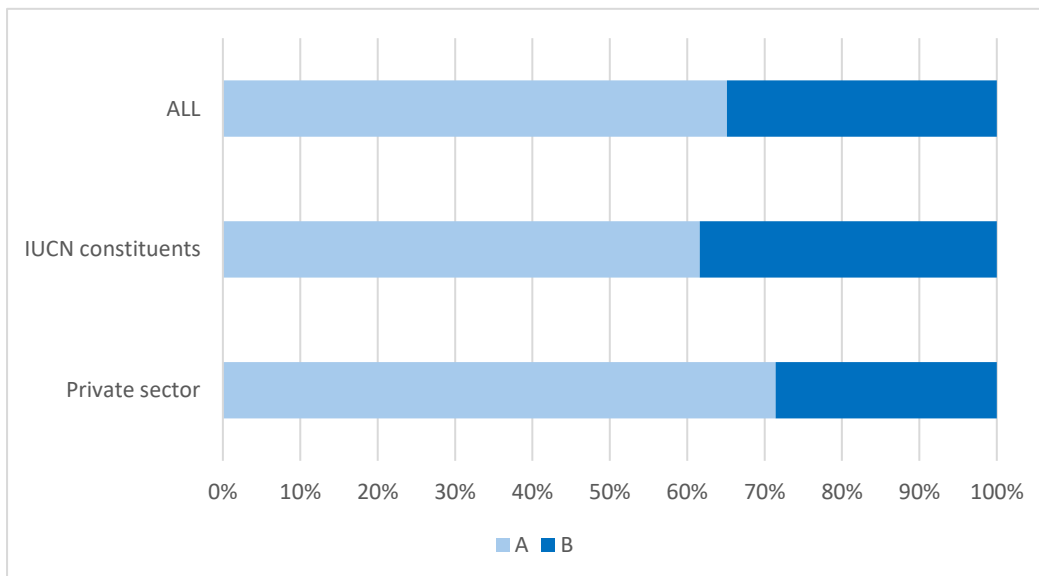
N = All - 175; IUCN – 113; PS - 36

Statement 39. The assessment framework is suitable for Category B companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway.



N = All - 172; IUCN - 113; PS - 36

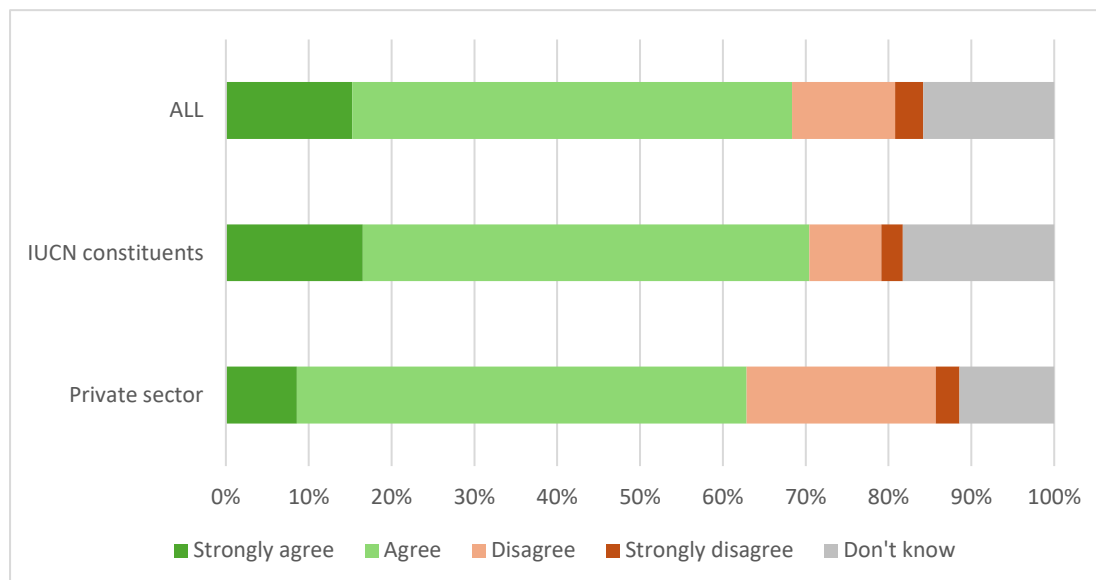
Statement 40. Which of the two proposed pathways (Sections 7.3.0 and 7.3.1 in the Nature Positive paper) for Category C companies are better suited to supporting finance companies on their journey to nature positive: **A** - Scoring system based on where a company is on the pathway towards Nature-Positive. **B** - The investment share approach that attributes STAR scores to products/industries. (Cat. C = finance companies with portfolios that contain companies from categories A and B.)



N = All - 152; IUCN - 99; PS - 34

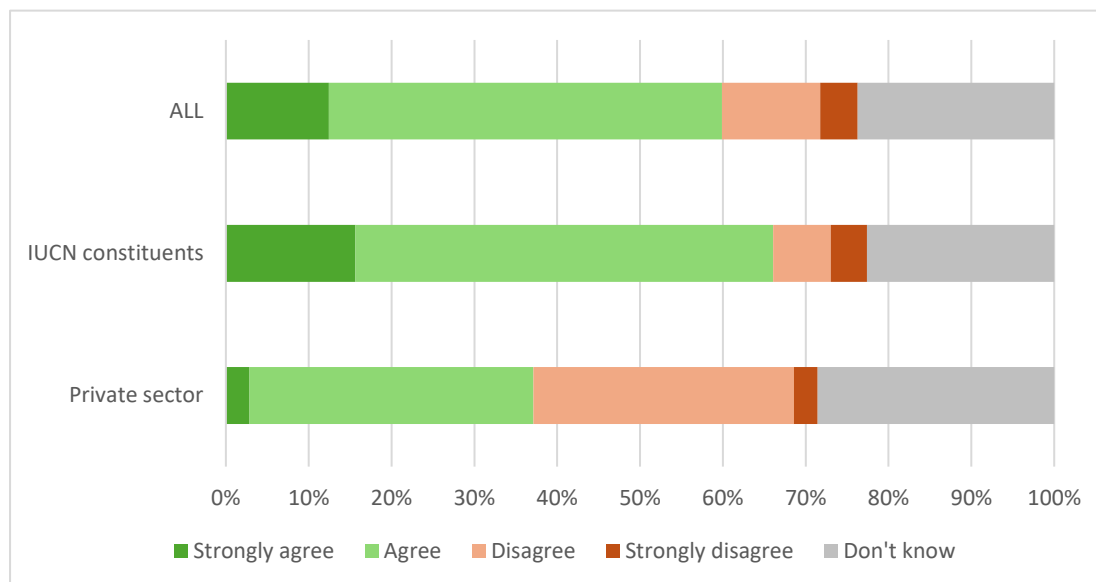
Assessment framework - Metrics to quantify contributions on species and ecosystems

Statement 42. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level.



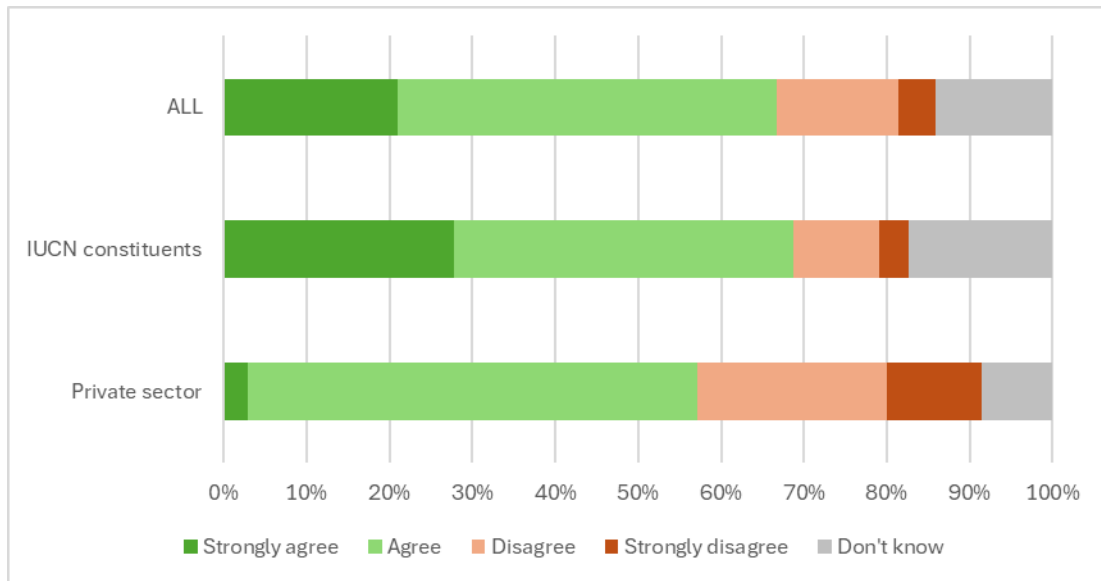
N = All - 177; IUCN – 115; PS - 35

Statement 43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions along supply/value chains (i.e. for sectors or commodities at sub-national, national or regional level).



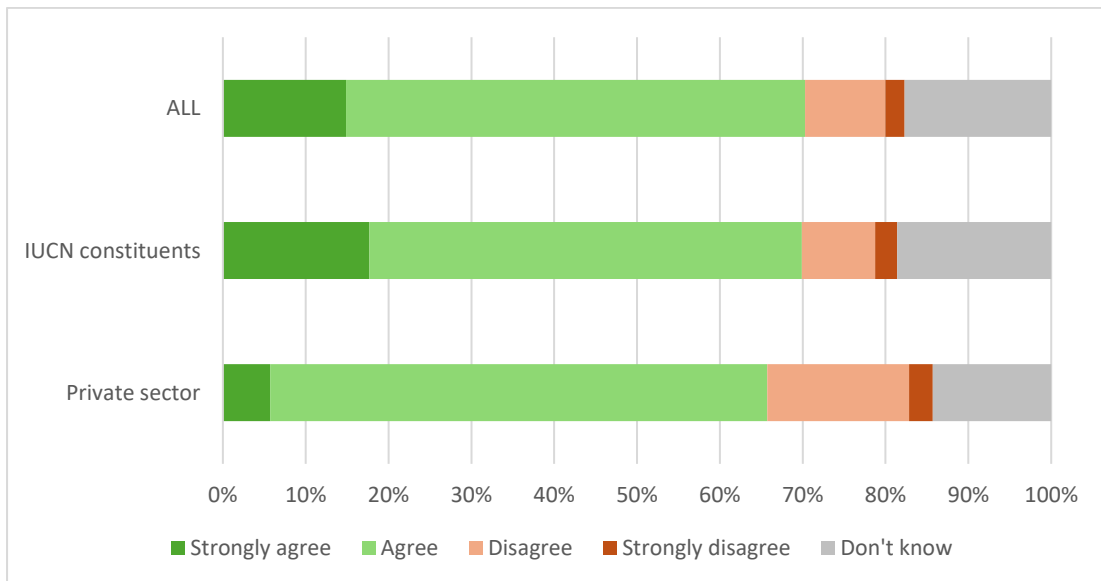
N = All - 177; IUCN – 115; PS - 35

Statement 44. The Species Threat Abatement and Restoration (STAR) metric (built on the IUCN Red List of Threatened Species™) is an appropriate metric to allow companies to screen sites, value chains, and investment portfolios for ongoing and existing impacts, and opportunities for making Nature-Positive contributions in relation to species extinction risk.



N = All - 177; IUCN – 115; PS - 35

Statement 45. The proposal for the development of an ecosystem metric to measure Nature-Positive contributions is realistic.



N = All - 177; IUCN – 113; PS - 35