



Building Biodiversity into Your Business Strategy



The importance of nature for your business

Over half the global gross domestic product is at risk due to the loss of [nature](#). This is a significant threat to business and all of society, resulting in supply chain disruptions and the destabilization of natural processes accelerated by climate change. Understanding the connection business has to nature and biodiversity can help mitigate risks and bring significant opportunities. Further, companies play important roles in reducing and avoiding nature loss as well as helping regenerate and restore biodiversity. Developing clear science-based targets for nature and climate, with a focus on effective implementation, is a smart business strategy.

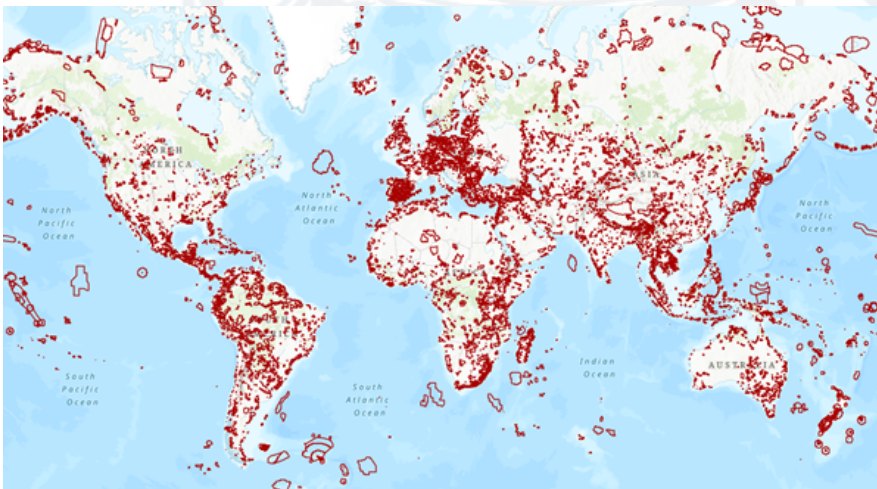
Companies can start by:

- **Exploring** and assessing value chain geographic connections to biodiversity, including dependencies and impacts
- **Defining** science-based targets for nature and strategies that avoid, reduce, restore, regenerate, and transform
- **Activating** internal and external programs and partnerships to protect and support a nature-positive future



Convention on Biological Diversity

Pure Strategies supports the [UN Convention on Biological Diversity's Global Framework](#) for protecting biodiversity.



The map illustrates key biodiversity areas and is one aspect to consider for business strategies. [from <https://www.keybiodiversityareas.org/kba-data>].

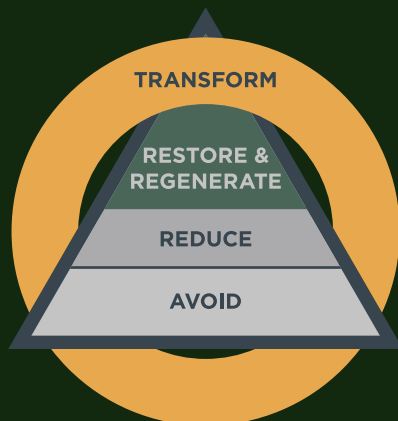


TOYOTA

“Pure Strategies helped shape our biodiversity goals and programs. Their team provided thoughtful assessments and guidance. We are excited to continue our partnership and to be working on meaningful projects to support a nature-positive future.”

Becky Martin

Manager, Environmental Sustainability, Toyota Motor North America, Inc.



Core strategies that support the protection of nature while conducting business include:

- AVOID** impacts before they happen
- REDUCE** impacts that can't be avoided
- RESTORE & REGENERATE** impacted areas from business and beyond
- TRANSFORM** through system-wide change and partnerships

For more information, go to: sciencebasedtargetsnetwork.org



Businesses are taking action to enhance and protect biodiversity.

Businesses are starting to make progress in developing biodiversity-specific strategies or working with supply chains, customers, and communities to enhance the sustainability of their practices.



EXPLORING MATERIALS IN THE SUPPLY CHAIN

Companies are identifying their impacts and dependencies on the biological sources of products, services, and mechanisms for their business.

L'Oreal, for example, traces its materials to the biodiversity source of nearly 350 plant species. Other companies are ensuring their supply chain is free of deforestation impacts.



DEFINING TARGETS FOR NATURE

Companies are establishing targets and making commitments to ensure supply chains are sustainable and that important biodiversity areas are retained or restored.

Luxury goods company **Kering** plans to restore one million hectares of habitat in its supply chain and protect an additional one million hectares by 2025. **Walmart** has made a similar commitment.



ACTIVATING PROGRAMS

Over 1,000 businesses have made public commitments for the protection of nature, changing their business and engaging in public policy to protect healthy ecosystems.

Natura & Co are activating their commitment to protect portions of the Amazon by 2030 by monitoring deforestation in real time and expanding protection boundaries.



PURE STRATEGIES HAS HELPED OUR CLIENTS TO EXPLORE, DEFINE, AND ACTIVATE NATURE STRATEGIES SUCH AS:

- Assessing the value chain to understand biodiversity impacts, dependencies, and opportunities.
- Generating nature targets and actions that are informed by the best available science, data, and practice.
- Customizing strategies to support goals for business and biodiversity.
- Developing engagement opportunities with partners to build and implement biodiversity projects.

Our sustainability consultants are ready to help you assess your value chain, develop goals, and define and implement an action plan to protect, restore, and sustainably use the Earth's natural resources.

Contact us today!

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