



proteus

2026 - 2030

Proteus strategy update
for consultation at the
Proteus Annual Meeting

MARCH 2025

EXECUTIVE SUMMARY

The Proteus Partnership has supported leading companies to address their relationship with biodiversity for over 20 years. As we look ahead to the next strategic phase of Proteus (2026-2030), the partnership is well positioned to drive business leadership on biodiversity, scaling action across sectors and equipping businesses with the data, tools and knowledge to support delivery of the Kunming-Montreal Biodiversity Framework.

Over the 2021-2025 strategic phase of Proteus, UNEP-WCMC has worked with 20 multinational companies to help them recognise their responsibilities for nature, accelerate and scale decision support tools and capacity building, strengthen engagement in the global policy agenda on nature, and enable cross-sectoral collaboration.

Now is the time to build on this success. As we look ahead to 2030, the imperative for business action on nature has never been stronger. The critical role of business across all sectors in supporting delivery of global goals is increasingly recognised. By addressing nature-related issues in their business, value chains and wider land/seascapes, businesses can meaningfully contribute to global efforts to halt and reverse biodiversity loss.

The Proteus Partnership is designed to evolve and adapt to meet the changing needs of business. We are well positioned to scale our reach across sectors and businesses as we implement the next strategic phase. This is more crucial than ever, with businesses facing a growing landscape of voluntary, regulatory and compliance mechanisms that drive ambition on nature across sectors, value chains and beyond. The next phase of Proteus will respond to the growing imperative for businesses to address biodiversity, climate and social goals in tandem. Our unique partnership model works at the science-policy-practice interface to enable businesses to scale their biodiversity approaches in line with global biodiversity goals.

BUILDING ON OVER 20 YEARS OF EXPERIENCE

2003-2007

Proteus launched with 4 businesses, expanding to 8 partners by the end of the phase.

This initial phase was focused on building and improving data infrastructure and delivery of data to the private sector, particularly the World Database on Protected Areas (WDPA).

2008-2012

Proteus supported significant improvements to the accuracy and completeness of the WDPA. Further improvements to availability of data for companies was enabled through the launch of the Integrated Biodiversity Assessment Tool. Updates to coastal and inshore marine ecosystems data was also a key achievement of this phase.

2013-2015

Focus on continued improvements to biodiversity data and development integrated knowledge products.

Supported Proteus Partners through tailored technical assistance, training and knowledge sharing to enhance biodiversity management approaches and use of global spatial biodiversity data.

2016-2020

Proteus worked with 14 businesses, supporting them to adopt effective biodiversity impact mitigation approaches, through technical assistance training and knowledge sharing.

Improvements made to global biodiversity data and new knowledge products launched including the Global Critical Habitat Screening Layer and Biodiversity Indicators for Site-based Impacts (BISI) methodology.

2021-2025

Proteus, expanded to new sectors and supported 20 businesses to contribute to global goals and manage their impacts and dependencies on nature. Focus on continued improvements to biodiversity knowledge and the integration of data and tools into company biodiversity management practices.

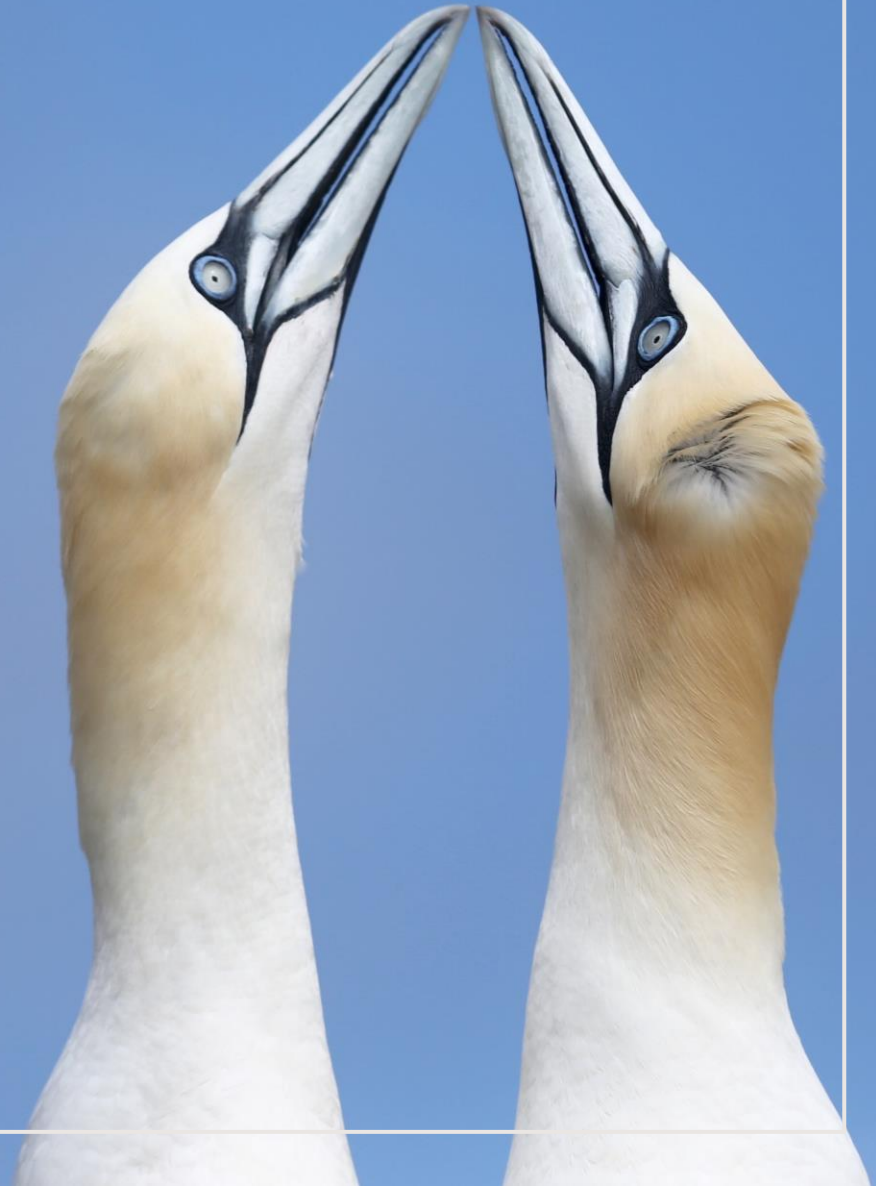
Proteus advanced peer learning and knowledge sharing across sectors.

PURPOSE OF THIS DOCUMENT

This document presents the initial vision and key pillars of the proposed Proteus 2026-2030 strategy.

It builds on discussions held with Proteus Partners during the 2024 Proteus Annual Meeting and draws on UNEP-WCMC's engagements with other businesses, sector associations and cross-sector initiatives, to identify how the Proteus Partnership can continue to deliver value for participating businesses and beyond.

This document is intended to inform discussions at the upcoming Nature Action Dialogues and Proteus Annual Meeting 2025. On the 26th March, UNEP-WCMC is convening a side meeting with Proteus Partners and selected companies representing a range of other sectors, to gather inputs and feedback that help us ensure that the Proteus 2026-2030 strategy delivers on its ambitions to “convene a cross-sector community of businesses to advance and apply biodiversity knowledge and embed the values of nature across business decisions”.



IMPLEMENTING GLOBAL ACTION BY 2030

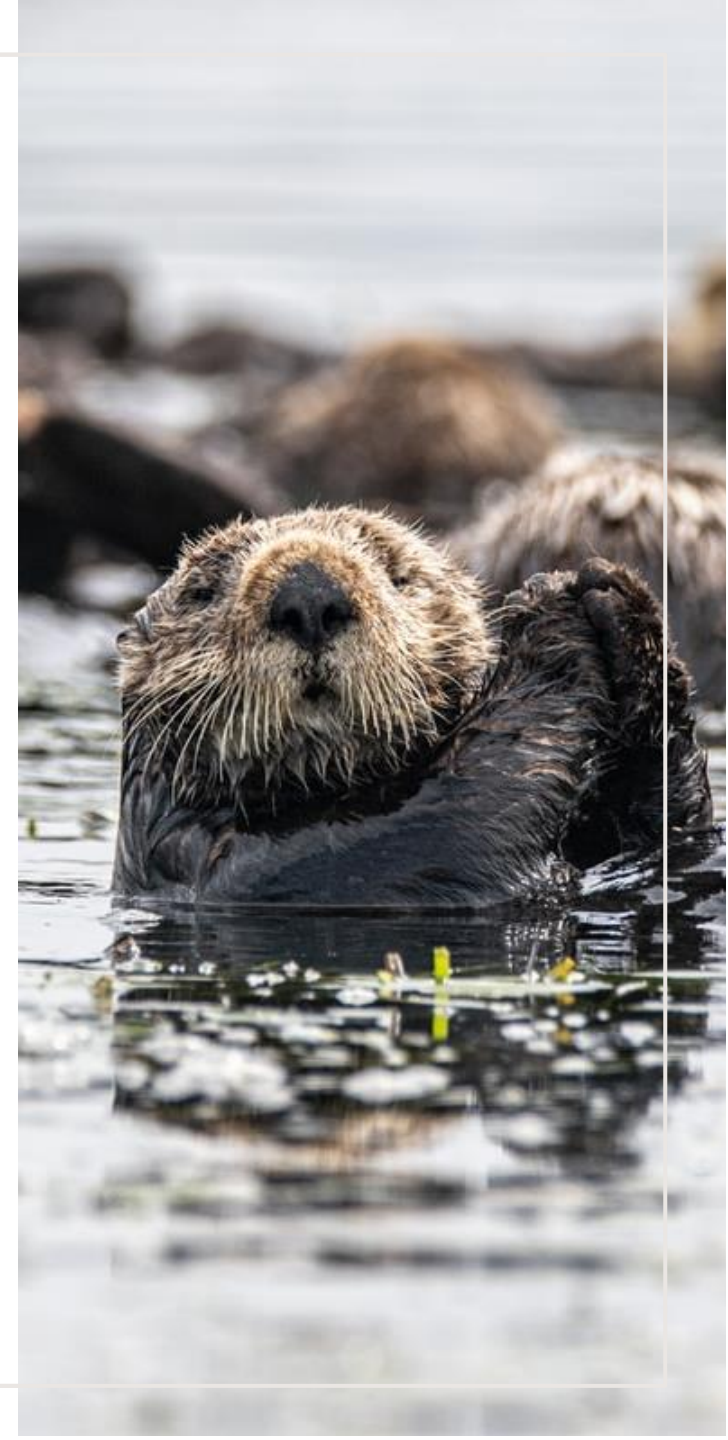
The next five years are crucial to driving the systemic and transformative changes needed across society to achieve the Sustainable Development Goals and Kunming-Montreal Global Biodiversity Framework by 2030.

The scale of the challenge is huge, but the science tells us that it is still possible to meet global goals to conserve, restore and use biodiversity sustainably with urgent and concerted action.

Businesses are key to unlocking progress towards the Kunming-Montreal Global Biodiversity Framework. By comprehensively addressing their nature-related dependencies, impacts, risks and opportunities across their business, value chains and sectors, businesses can meaningfully contribute to global efforts to halt and reverse biodiversity loss, and increase positive impacts across land/seascapes.

To be effective agents of change, businesses need to demonstrate leadership and commitment to addressing biodiversity loss. This means embedding nature considerations into decisions across the business and taking decisive action in structuring business models, management practices and value chains.

Partnerships, like Proteus, will unlock opportunities for businesses to increase their maturity on nature-related topics and advance the science and capabilities needed to accelerate and scale solutions.



ADDRESSING THE AMBITION-ACTION GAP

Significant advances have been made over the past five years in accountability frameworks, standards and regulations to account for business' role in addressing nature loss. Some companies are already demonstrating leadership in this space, yet a significant gap exists between current business practices and the transformative action needed to deliver on global goals.

Critical barriers impede progress at scale, for example:

- Few companies have the knowledge and capabilities to effectively address biodiversity across supply chains or meaningfully contribute at landscape scales.
- Many companies still lack the understanding of their dependencies on nature (either directly or in supply chains) and how this translates to business risk.
- Key knowledge gaps stall business action and businesses frequently encounter difficulties in translating scientific knowledge into practical business applications.

We see the Proteus Partnership 2026-2030 as helping to address these challenges and pioneer uptake of leading science in approaches to corporate biodiversity management.



A close-up photograph of a butterfly, likely a member of the Proteus genus, perched on a yellow flower. The butterfly's wings are a mix of vibrant orange, black, and blue, with prominent eye-like spots. The background is a soft, out-of-focus green. The text "Introducing Proteus 2026 - 2030" is overlaid in white at the bottom left.

Introducing Proteus 2026 - 2030

WHAT WE'VE HEARD THAT BUSINESSES NEED

Legal, policy,
planning
frameworks

- Support in understanding and navigating global policy trends, developments and frameworks and their implications for business so they can be proactive in their responses
- The knowledge and tools to:
 - 1) comply with legal, policy and planning frameworks (including business accountability frameworks)
 - 2) scale their action and efforts in line with global policy efforts

Tools and
Capacity

- Access to credible and scientifically robust data, tools and knowledge to measure and account for their impacts & dependences on nature within business strategies and decision-making
- Mechanisms to share experiences with peers to address challenges and scale action across sectors
- Support from experts to build capacity on nature across the business. For some this means integrating existing knowledge and for others this means exploring new ideas and approaches.

Collaborative
Knowledge
Building

- A forum for technical exchange with peers in businesses from within & across sectors and with biodiversity experts
- Mechanisms to translate high-level guidance pieces (e.g. sector actions and strategy handbook) into action in their business context
- Development of new knowledge products that target gaps in understanding and enable action
- Space to pilot, innovate and test new approaches working with relevant experts to identify scalable and good-practice solutions

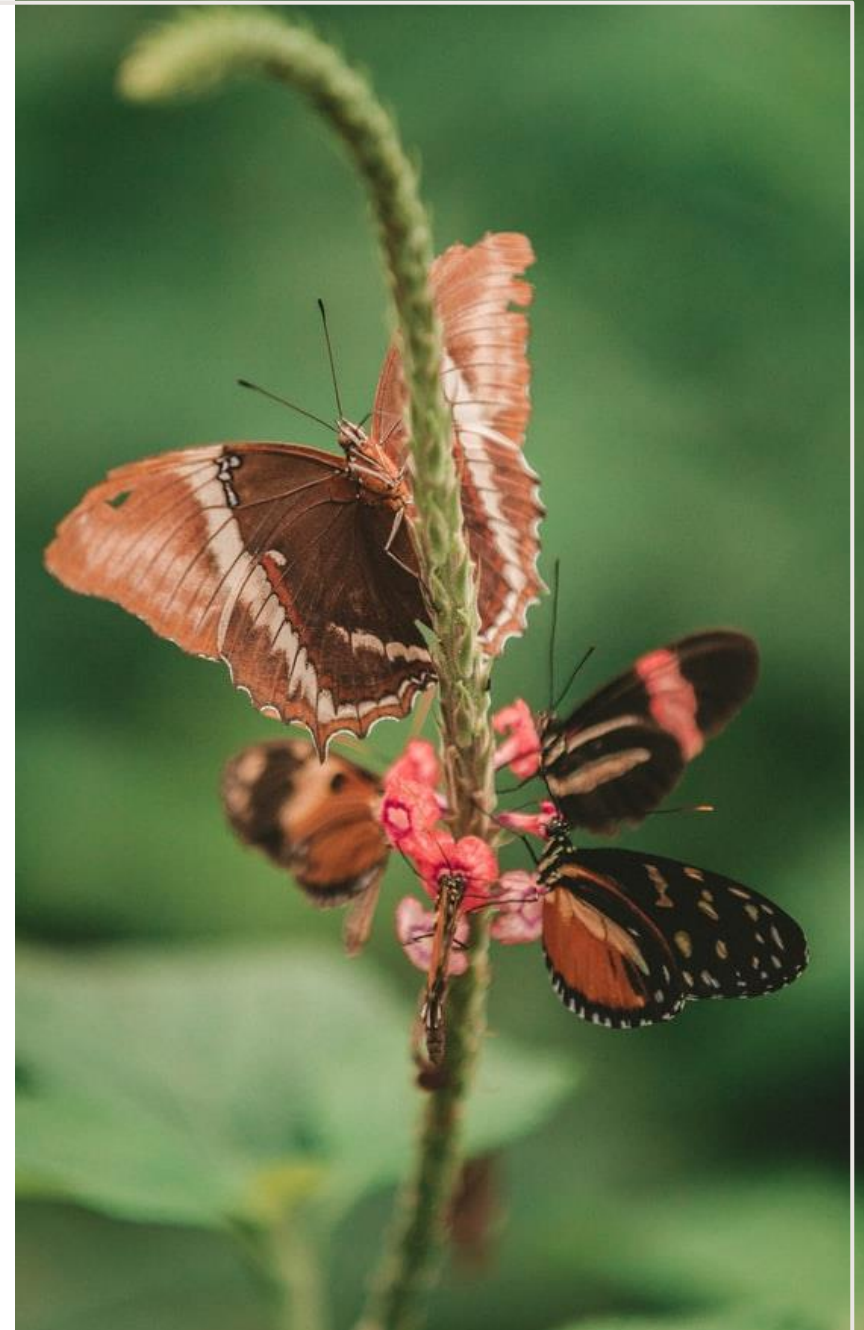
PROTEUS 2026-2030

Proteus works with a cross-sector group of companies who are committed to advancing action on nature in line with global goals.

We work at the science-policy-practice interface to advance science, knowledge, best practice and leadership across:

- Direct business activities and strategies
- Supply chains
- Landscapes

Our unique model of applied research, capacity building, and cross-sector convening targets real-world business challenges and enables scaling of solutions across sectors and beyond. Proteus enables companies to embed leading biodiversity knowledge to address nature-related issues across the business, scale action at the sectoral level, and to contribute to the achievement of the Kunming-Montreal Global Biodiversity Framework.



VISION AND PILLARS OF THE PROTEUS PARTNERSHIP

Vision: Business activities are compatible with a world living in harmony with nature

Mission: To convene a cross-sector community of businesses to advance and apply the knowledge to embed the values of nature across business decisions

Short-term GOAL 1 – Business case ('why')

Businesses integrate comprehensive nature-related assessments into strategic decision-making across all functions, fundamentally shifting how nature is considered in corporate planning

At their operations and sites

In their corporate processes

Across their value chains

In land- and seascapes

Short term GOAL 2 – Tools and capacity for action ('how')

Businesses have the knowledge and capabilities to design and take actions that improve corporate biodiversity performance and contribute to the resilience and sustainable use of biodiversity

Ambition: Companies are equipped with the data, tools and knowledge to:

Operations and sites – Deliver ambitious site-level biodiversity commitments that achieve positive outcomes

Land/seascapes – Look beyond operational boundaries and contribute to positive outcomes for biodiversity and people in the wider land/seascape

Corporate processes – Deliver on ambitious corporate nature strategies and targets that are informed by comprehensive nature-related assessments

Value chains – Engage with their full value chain to drive positive action that delivers benefits for biodiversity and people

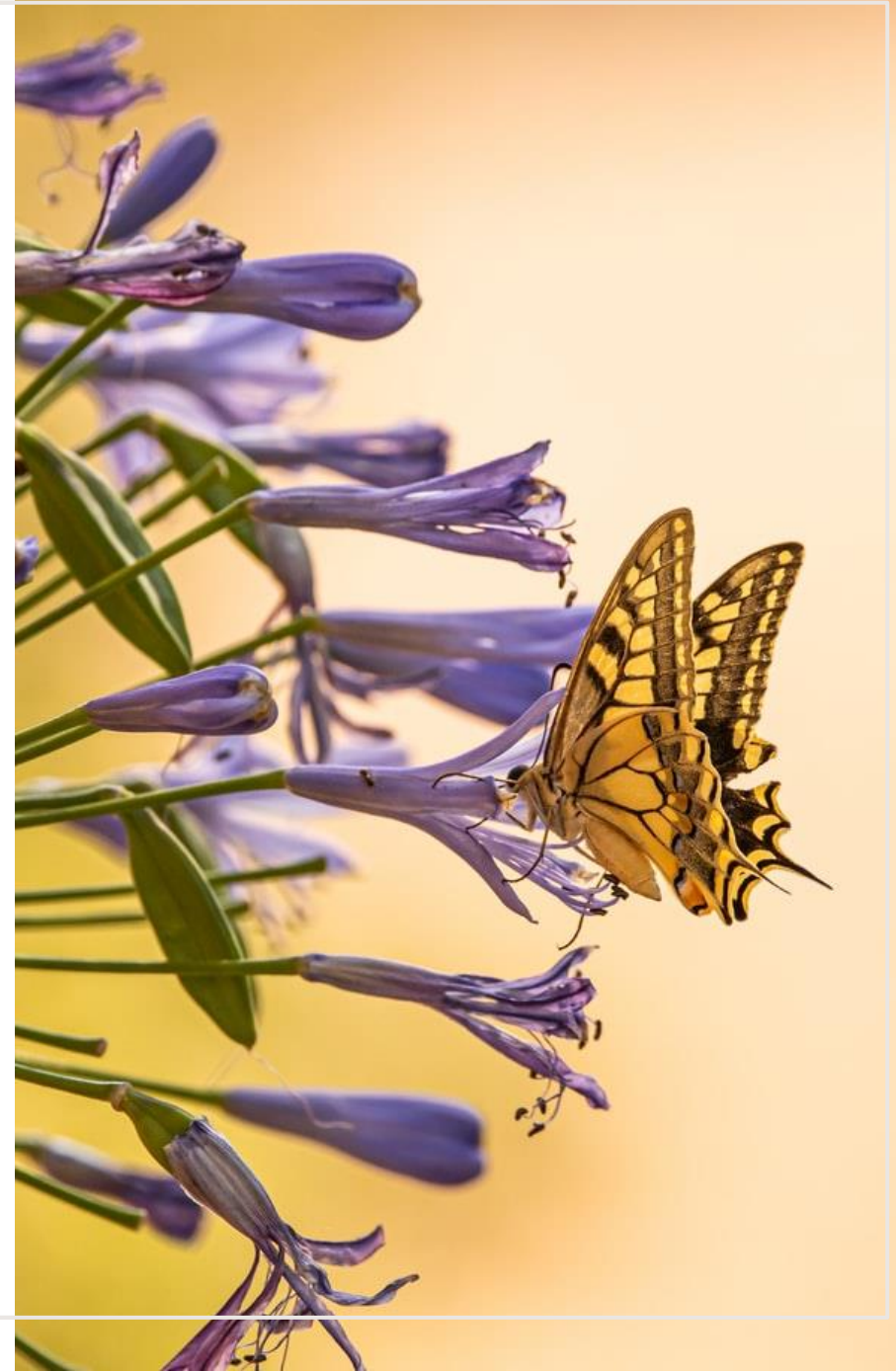
Long-term GOAL "what": The values of nature are embedded across business decisions, leading to a reduction in negative impacts and an increase in positive impacts

Impact: Businesses demonstrate leadership that drives increased ambition across sectors enabling the transition towards halting and reversing of biodiversity loss by 2030

KEY DELIVERY MECHANISMS

Proteus will draw on a range of delivery mechanisms to deliver on the strategy, which could include:

- The Nature Action Dialogues and Proteus Annual Meeting
- Cross-sector peer-sharing dialogues
- Technical support (including training)
- Technical discussion papers, technical briefs, and policy/event updates
- Development and improvements to data resources and tools
- Regional data workshops in priority regions
- Data queries
- Participation in, and technical support to, the growing landscape of business-biodiversity initiatives
- Contributions to scientific publications



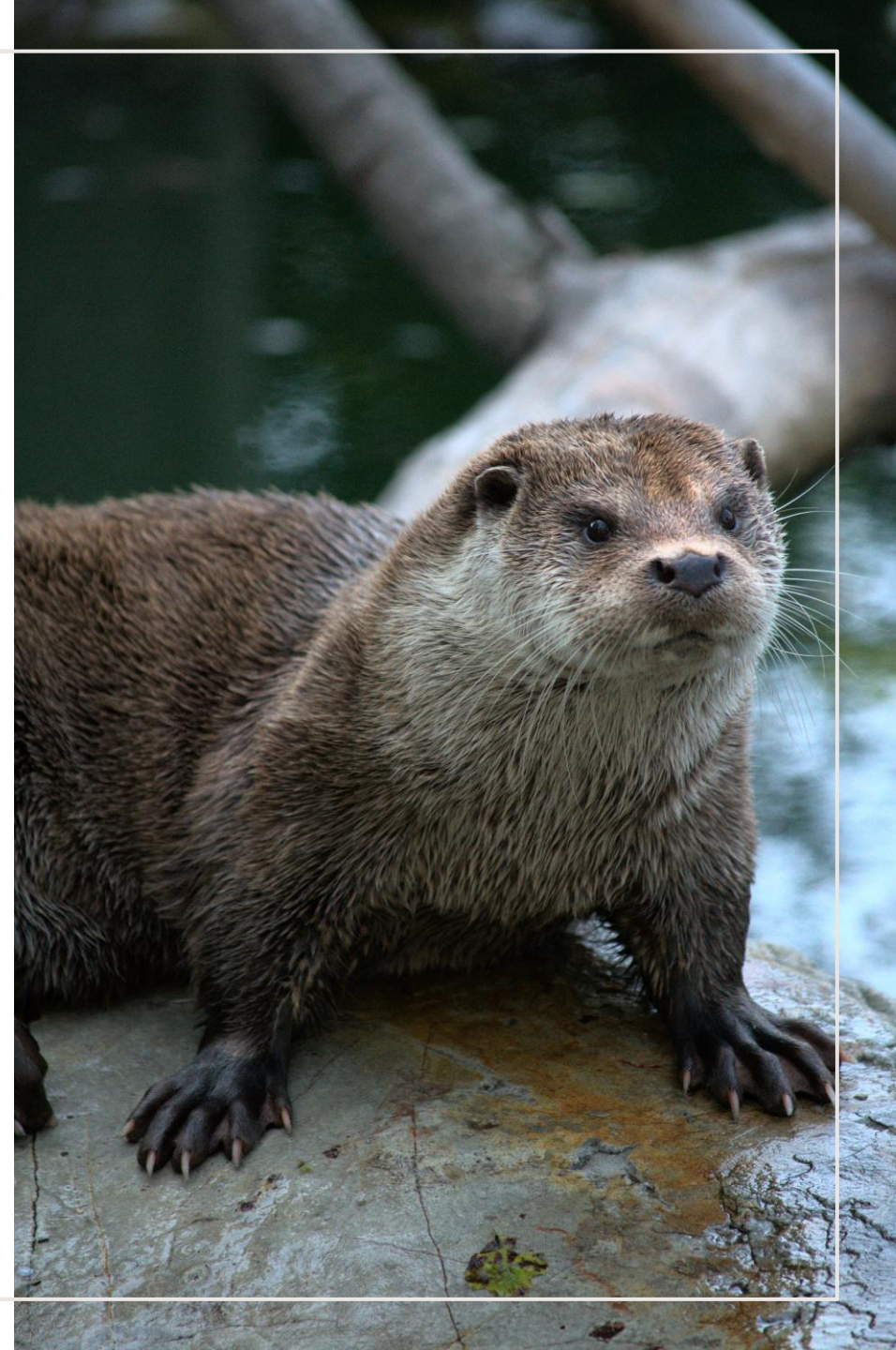
GAINING INPUTS TO SHAPE THE PROTEUS STRATEGY

On the 26th March, Proteus Partners and other companies will convene in an invite-only session to help us to refine and further shape the Proteus Strategy.

The agenda for the session is as follows:

- | | |
|-------------|---|
| 8:30 – 8:40 | Welcome and introduction |
| 8:40 – 9:05 | Introducing the vision and key pillars of the Proteus 2026-2030 strategy |
| 9:05 – 9:25 | Breakout sessions: identifying business needs under each of the key pillars |
| 9:25 – 9:30 | Wrap up and close |

Thank you for your participation and contributions.



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