



## Introducing the Every Job is a Nature Job series

Balint Ternyik (Programme Officer)

Elspeth Grace (Programme Officer)

Bethan Henderson

(Associate Programme Officer)

## UN Global Compact Sweden

April 2026

# AGENDA

- Introduction to UNEP-WCMC
- Business case for nature
- Introducing the "Every Job Is a Nature Job" concept
- How to communicate the business case
- Our Plans and Partnership Model
- Q&A and Discussion



# UNEP-WCMC

A centre of excellence on biodiversity working to ensure science, knowledge and insight are at the heart of national and global policy



# PROTEUS 2026-2030

- A partnership of **influential businesses** across many sectors, including mining, renewable energy, and manufacturing
- Generating actionable **biodiversity knowledge** to embed the values of nature in business decisions
- Empowering **business action** across direct operations, value chains, and landscapes/seascapes
- Enabling **resilient business** activities that align with a world living in harmony with nature



CONTOURGLOBAL®



Current Proteus partners April 2026

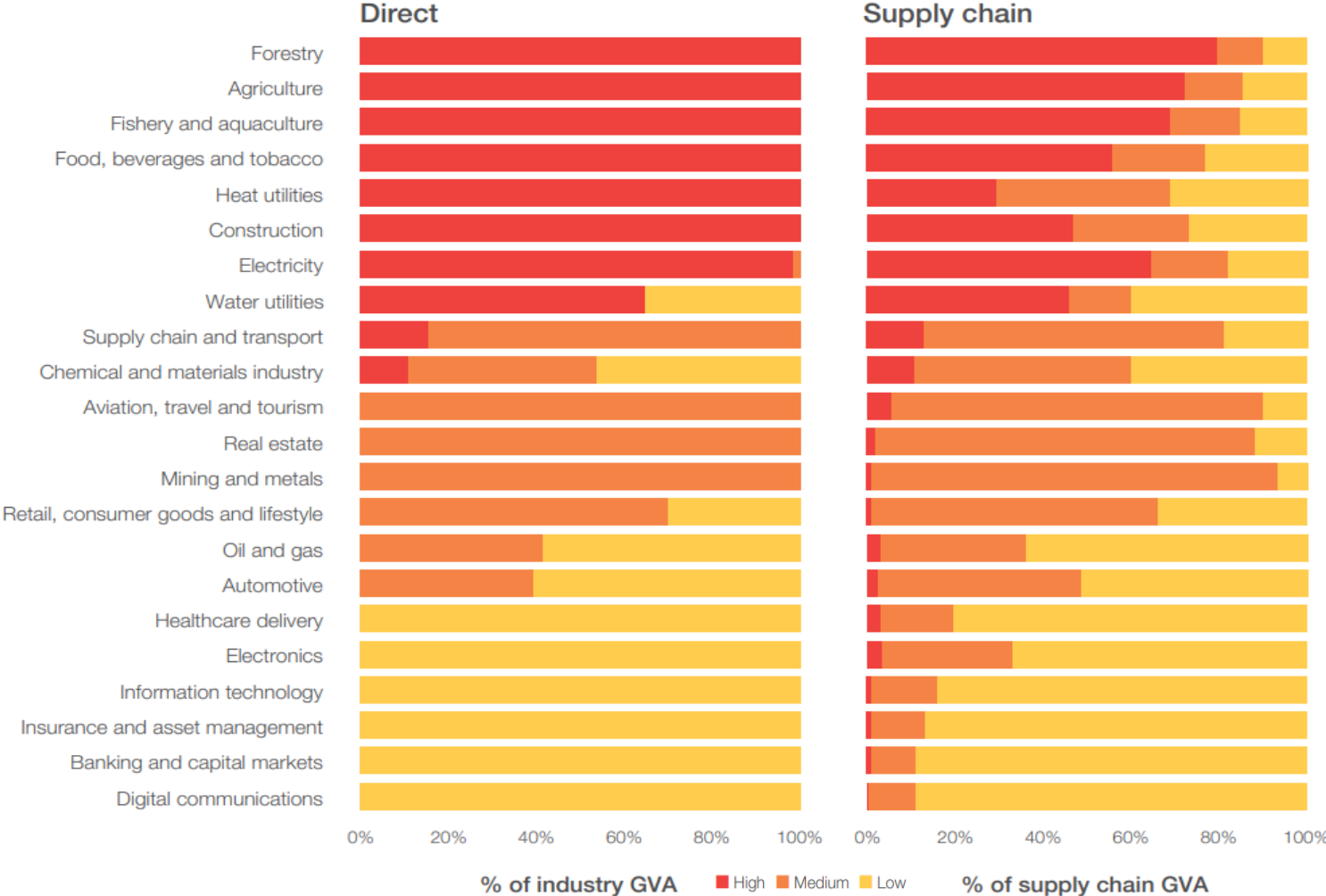


The business case for nature

# ALL BUSINESSES DEPEND ON BIODIVERSITY, WHILE DRIVING ITS DECLINE THROUGH THEIR ACTIONS, LEADING TO EMERGING RISKS

“The decline in biodiversity and nature’s contributions to people has become a **critical systemic risk** threatening the economy, financial stability and human wellbeing with implications for human rights.”

- IPBES Business and Biodiversity Assessment, 2026

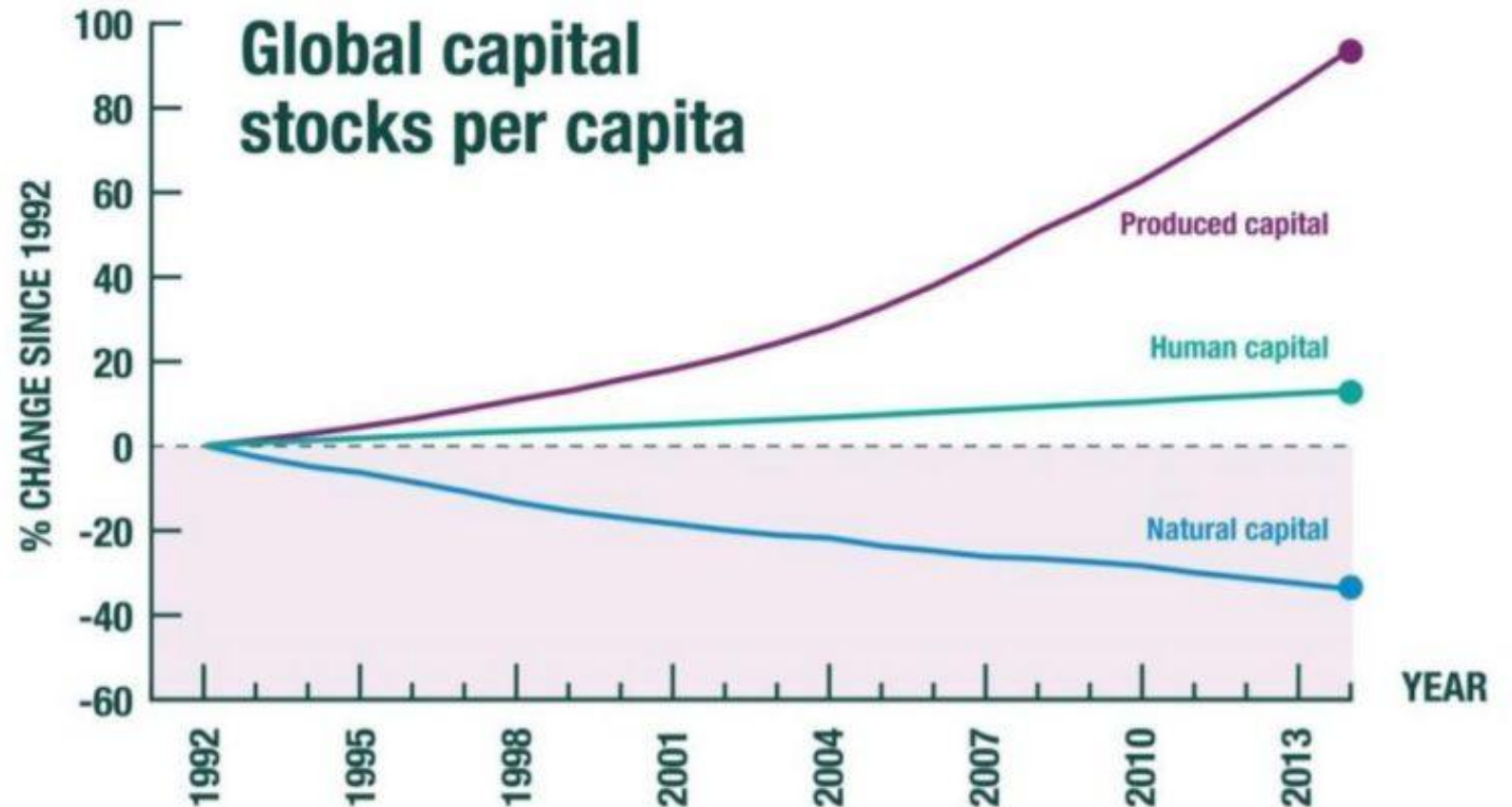


Level of dependency by industry (WEF & PwC, 2020)

# ALL BUSINESSES DEPEND ON BIODIVERSITY, WHILE DRIVING ITS DECLINE THROUGH THEIR ACTIONS, LEADING TO EMERGING RISKS

“The decline in biodiversity and nature’s contributions to people has become a **critical systemic risk** threatening the economy, financial stability and human wellbeing with implications for human rights.”

- IPBES Business and Biodiversity Assessment, 2026



Note: Graph of changes in global capital stocks. Source: Managi, S. and Kumar, P. (2018) Inclusive Wealth Report 2018. London.

# ALL BUSINESSES DEPEND ON BIODIVERSITY, WHILE DRIVING ITS DECLINE THROUGH THEIR ACTIONS, LEADING TO EMERGING RISKS

“The decline in biodiversity and nature’s contributions to people has become a **critical systemic risk** threatening the economy, financial stability and human wellbeing with implications for human rights.”

- IPBES Business and Biodiversity Assessment, 2026

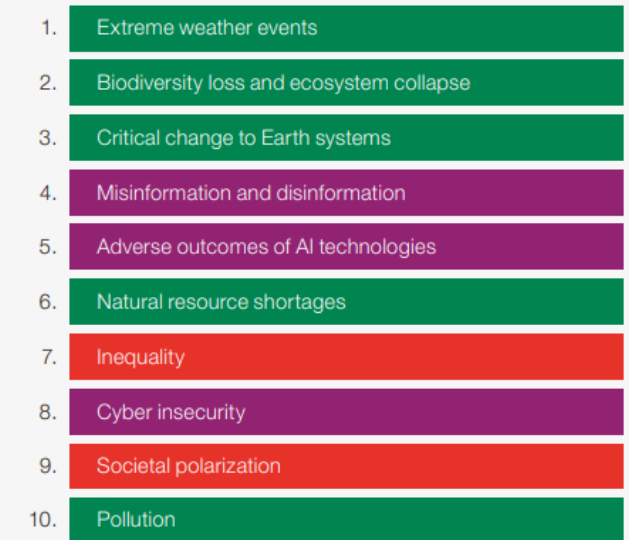
FIGURE 3 | **Global risks ranked by severity, short term (2 years) and long term (10 years)**

*"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."*

## Short term (2 years)



## Long term (10 years)



Source

World Economic Forum Global Risks Perception Survey 2025-2026

Risk categories

■ Economic ■ Environmental ■ Geopolitical ■ Societal ■ Technological  
■ High ■ Medium ■ Low

# THIS RISK INCREASINGLY TRANSLATES TO DISRUPTION OF BUSINESS ACTIVITIES

The New York Times

## *3M Reaches \$10.3 Billion Settlement in 'Forever Chemicals' Suits*

The deal followed an agreement by Chemours, DuPont and Corteva to pay \$1.19 billion to help resolve claims that the chemical manufacturers contaminated drinking water across the country.

**B B C**

**NEWS**

**Mining giants sign \$30bn settlement for 2015 Brazil dam collapse**

**Tesla: German court halts factory plan over snake and lizard habitats**

The Guardian <sup>UK</sup>

## **Drought, floods and water stress cost companies \$14bn**

A survey of 600 global companies released at the Marrakech climate change conference shows they are still not doing enough to mitigate water risks

 Reuters

World <sup>▼</sup> Business <sup>▼</sup> Markets <sup>▼</sup> Sustainability <sup>▼</sup> Legal <sup>▼</sup> Commentary <sup>▼</sup> Technology <sup>▼</sup> Investigations

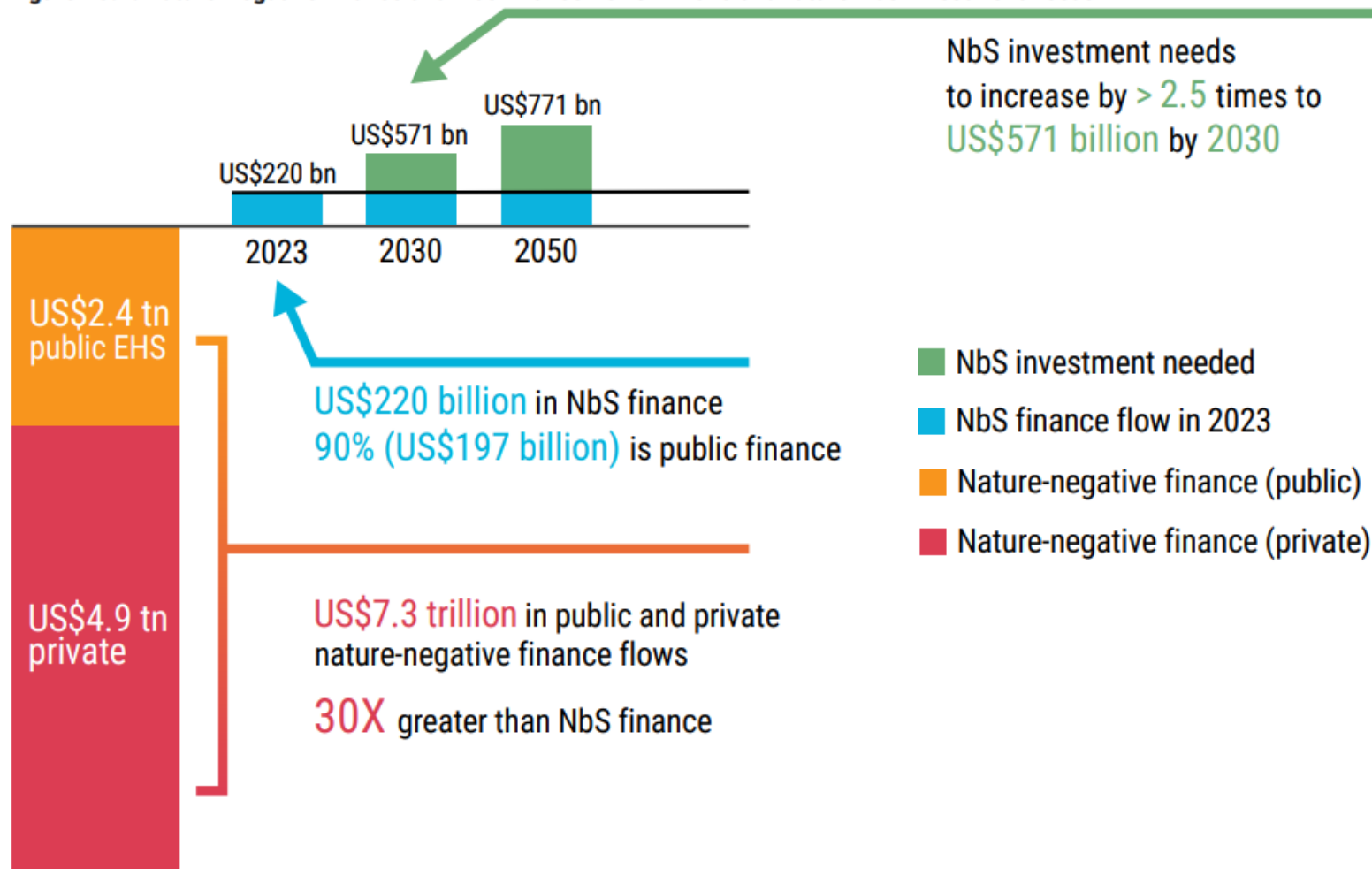
**Nature loss threatens 25% profit hit for mining, power firms, Barclays finds**

**'Pollination crisis' hitting India's vegetable farmers**

**You need more than 300,000 USD just to replace the role of an insect**

# CONDITIONS IN WHICH BUSINESSES OPERATE PERPETUATE AND REWARD THE STATUS QUO

Figure ES.1: Nature-negative finance and NbS finance flows in 2023 and future NbS investment needs

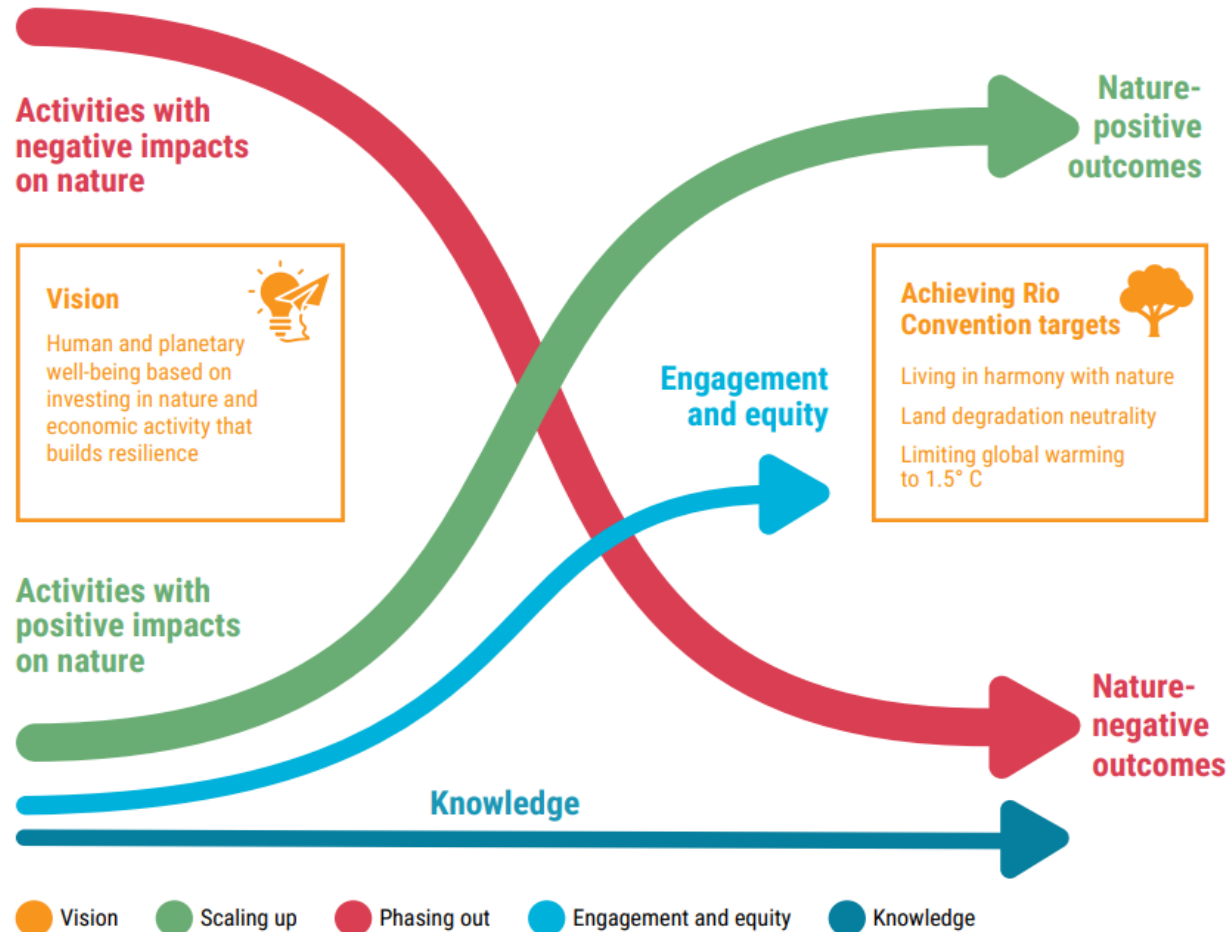


„Currently, there are no adequate rewards and penalties to drive sufficient action by businesses for the conservation and sustainable use of biodiversity (...) Many policies either encourage business activities harmful to biodiversity or prevent behaviour beneficial for biodiversity.”

- IPBES Business and Biodiversity Assessment, 2026

# CONDITIONS IN WHICH BUSINESSES OPERATE PERPETUATE AND REWARD THE STATUS QUO – BUT AWARENESS WILL BRING CHANGE

Figure ES.4: Transition pathways to nature-positive outcomes



„Currently, there are no adequate rewards and penalties to drive sufficient action by businesses for the conservation and sustainable use of biodiversity (...) Many policies either encourage business activities harmful to biodiversity or prevent behaviour beneficial for biodiversity.”

- IPBES Business and Biodiversity Assessment, 2026

# CONDITIONS IN WHICH BUSINESSES OPERATE PERPETUATE AND REWARD THE STATUS QUO – BUT AWARENESS WILL BRING CHANGE

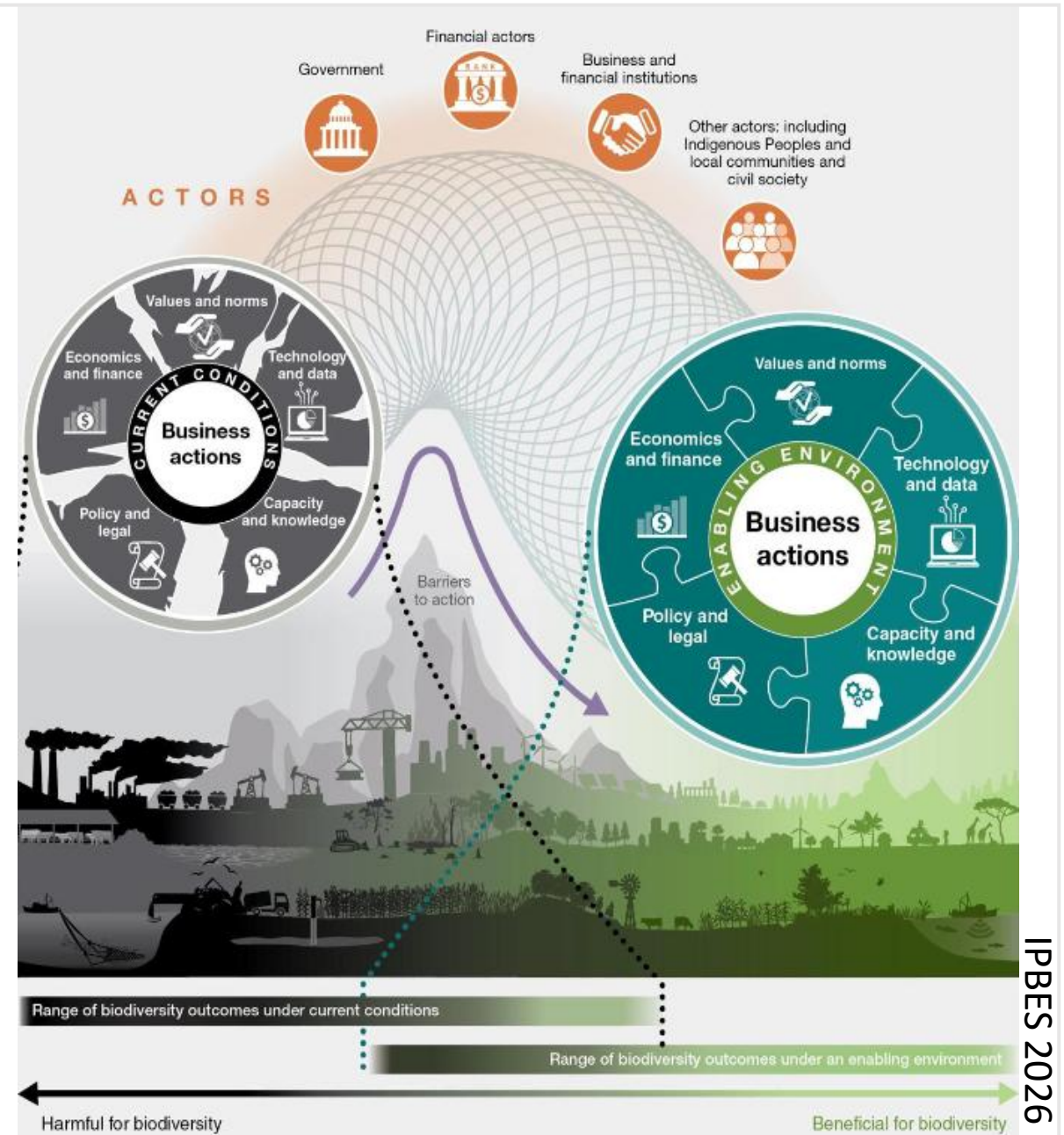
|  | Current trends scenario                           | Behaviour-focused Transformation             | Technology-focused Transformation   |                        |
|--|---|--|---|------------------------|
| Unless otherwise stated all results present the change between 2020 and 2050 |   |  |   |                        |
| Energy   | Primary energy demand in 2050 (580 EJ/yr in 2020) | <b>827</b> EJ/yr                             | <b>327</b> EJ/yr  | <b>518</b> EJ/yr       |
|  | of which renewables (44 EJ/yr in 2020)            | <b>127</b> EJ/yr                             | <b>160</b> EJ/yr  | <b>277</b> EJ/yr       |
| Food   | Change in pasture area                            | <b>3%</b> decrease                           | <b>25%</b> decrease   | <b>15%</b> decrease    |
|  | Annual growth rate of crop yields                 | <b>0.8%</b> /yr                              | <b>0.7%</b> /yr   | <b>0.95%</b> /yr       |
| Environment  | Change in natural area                            | <b>1%</b> decrease                           | <b>8%</b> increase  | <b>4%</b> increase     |
|  | Change in water withdrawals                       | <b>15%</b> increase                          | <b>9%</b> decrease  | <b>4%</b> decrease     |
| Materials & Waste  | Change in metals and mineral extraction           | <b>62%</b> increase                          | <b>20%</b> decrease   | <b>2%</b> increase     |
|  | Metal and mineral recycling rate in 2050          | remain at <b>50%</b>                         | increase to <b>55%</b>  | increase to <b>70%</b> |
| Economics & Finance  | Climate damage in 2050 (annual median estimate)   | <b>US\$9.5 trillion</b> (3.8% of global GDP) | <b>Almost US\$4 trillion</b> (1.6 % of global GDP)  |                        |
|  | Macroeconomic benefits of transformation          | —  | Zero around 2050, more than <b>US\$100 trillion</b> annually by 2100 (global GDP 25% greater) |                        |

„Currently, there are no adequate rewards and penalties to drive sufficient action by businesses for the conservation and sustainable use of biodiversity (...) Many policies either encourage business activities harmful to biodiversity or prevent behaviour beneficial for biodiversity.“

- IPBES Business and Biodiversity Assessment, 2026

# BUSINESSES ARE INCREASINGLY EXPECTED TO ACT ON BIODIVERSITY





- Drivers of action include:
  - Policy environment (i.e. CSRD)
  - External financing requirements (i.e. IFC Performance Standard 6)
  - Expectations from stakeholders, NGOs, and consumers (i.e. UNGC Principles 7 & 8)



# BUSINESSES ALREADY HAVE THE MEANS TO ADDRESS IMPACTS AND DEPENDENCIES

Align with others using tools such as ENCORE and IBAT.

Experiment and iterate on actions and monitoring methods.

| Level of business decision-making   | Examples of actions that businesses can take  |
|---|---|
| <p><b>Corporate</b><br/>{B2, B9, A3}</p>  | <ul style="list-style-type: none"> <li>• Comply with biodiversity-related policies, laws and regulations</li> <li>• Set ambitious commitments and targets and integrate biodiversity into corporate strategy</li> <li>• Integrate biodiversity-related risks, opportunities, costs and benefits into business decision-making and financial planning</li> <li>• Create policies, develop management systems, and clarify requirements for engagement, measurement, monitoring, reporting, disclosures and assurance.</li> <li>• Establish mechanisms for Indigenous and local community participation in decision-making.</li> <li>• Establish policies and standards to comply with access and benefit-sharing and consent mechanisms, including free prior and informed consent, in accordance with national legislation</li> <li>• Weave Indigenous and local knowledge into operations, resource management and sustainability strategies.</li> <li>• Build staff capacity and board-level environmental leadership.</li> <li>• Establish auditing, monitoring and performance assessment.</li> <li>• Transition the business, build capacity, and ensure adequate resourcing to implement policies and achieve targets.</li> <li>• Innovate in processes, products and services.</li> <li>• Explore and adopt alternative business models.</li> </ul> <p><b>Additional actions for financial institutions specifically {B12}:</b></p> <ul style="list-style-type: none"> <li>• Set requirements for clients to address impacts and dependencies.</li> <li>• Commit resources to use instruments such as blended finance, green or sustainability-linked bonds and impact investing.</li> </ul> |
| <p><b>Operation</b><br/>{B11}</p>         | <ul style="list-style-type: none"> <li>• Conduct environmental, social impact assessments and management plans</li> <li>• Develop baselines and monitoring that recognise the multiple values of nature.</li> <li>• Apply the mitigation hierarchy to achieve no net loss of biodiversity or better.</li> <li>• Measure and monitor biodiversity impacts and outcomes of actions.</li> <li>• Identify and meaningfully engage with stakeholders.</li> <li>• Seek free, prior and informed consent, particularly from Indigenous Peoples and local communities, in accordance with national legislation.</li> <li>• Go beyond impact mitigation to engage in landscape conservation, restoration and sustainable management.</li> </ul>  |
| <p><b>Value Chain</b><br/>{B10}</p>     | <ul style="list-style-type: none"> <li>• Map value chain actors and ensure traceability to prioritise and inform action.</li> <li>• Use supplier management systems to set expectations, monitor performance and address non-compliance.</li> <li>• Build relationships and partnerships to improve capacity and drive performance through training, knowledge exchange and innovation.</li> <li>• Integrate communities into value creation activities, such as sourcing, production and distribution.</li> <li>• Engage, educate and incentivise downstream customers, clients and consumers.</li> </ul>  |
| <p><b>Portfolio</b><br/>{B12}</p>       | <ul style="list-style-type: none"> <li>• Assess biodiversity impacts and dependencies.</li> <li>• Engage with businesses within their portfolio to foster actions that improve performance.</li> <li>• Manage biodiversity risk and impacts, for example through stewardship, divestment and/or exclusion.</li> </ul>   |

# BUSINESSES ALREADY HAVE THE MEANS TO ADDRESS IMPACTS AND DEPENDENCIES

Align with others using tools such as ENCORE and IBAT.

Experiment and iterate on actions and monitoring methods.

| Level of business decision-making  | Purpose of measurement | Method categories           |                                      |                  |                       |   |
|--|------------------------|-----------------------------|--------------------------------------|------------------|-----------------------|---|
|  |                        | Location-based observations | Participatory mapping and monitoring | Spatial analysis | Life cycle approaches | Macro-scale environmental economic models |
| <b>Operations</b><br><br>Business operations that take place in sites under the direct control of the business entity  |                        | ⇒                           | ⇒                                    | ⇒                | ⇒                     | ×   |
|  |                        | ⇒                           | ⇒                                    | ⇒                | ⇒                     | ×   |
|  |                        | ⇒                           | ⇒                                    | ⇒                | ⇒                     | ×   |
|  |                        | ⇒                           | ⇒                                    | ⇒                | ×                     | ×   |
| <b>Value chain</b><br><br>Activities beyond the direct control of an individual business entity, involving suppliers, manufacturers, distributors, retailers and customers |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ×   |
|  |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ×   |
|  |                        | ⇒                           | ⇒                                    | ⇒                | ⇒                     | ×   |
|  |                        | ⇒                           | ⇒                                    | ⇒                | ×                     | ×   |
| <b>Corporate</b><br><br>A business or group of business entities, typically within an industry, which is governed as a single organization                                 |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ⇒   |
|  |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ⇒   |
|  |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ×   |
|  |                        | ×⇒                          | ×⇒                                   | ×⇒               | ×                     | ×   |
| <b>Portfolio</b><br><br>A group of investments owned by a financial institution or a group of business units owned by a conglomerate                                       |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ⇒   |
|  |                        | ×⇒                          | ×⇒                                   | ⇒                | ⇒                     | ×⇒  |
|  |                        | ×⇒                          | ×⇒                                   | ×⇒               | ⇒                     | ×   |
|  |                        | ×⇒                          | ×⇒                                   | ×⇒               | ×                     | ×   |



Introducing “Every Job Is a Nature Job”

# THE CHALLENGE: A GAP BETWEEN BUSINESS STRATEGY AND ACTION

- While many businesses have biodiversity or environment strategies, there is not always a clear path linking these to everyday decisions
- Biodiversity may be seen as the responsibility of the sustainability team, not something relevant to every role



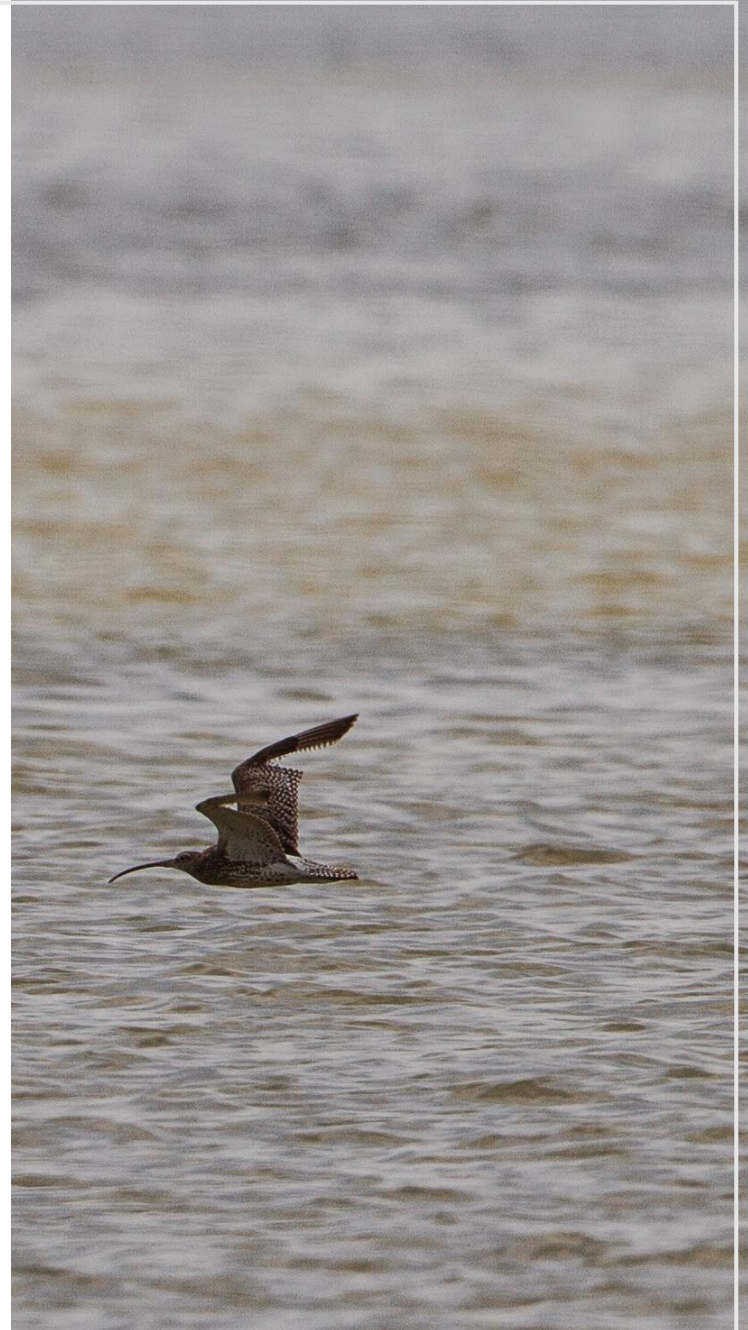
# THE OBJECTIVE: MAKING EVERY JOB A NATURE JOB

- For successful implementation of biodiversity strategy, it must feed into the **operations and procedures** of the business
- Non-specialists should be empowered to consider biodiversity in their day-to-day responsibilities
- Considering nature in decision-making across the business helps **identify and reduce exposure to nature-related risks**



# THE SOLUTION: ROLE-SPECIFIC BRIEFS, IDENTIFYING ACTIONS AND ENABLERS

- The Every Job is a Nature Job Series:
- Short briefs
- Practical actions
- Specific to job functions
- Accessible, non-technical language



# ALREADY AVAILABLE IN THE SERIES:

Procurement Managers  
(English, French, Spanish,  
Russian)



Business  
Development  
Managers  
(English, French,  
Spanish, Russian)



Social Engagement  
Officers  
(English)



Encouraging C-suite  
engagement  
(English, French,  
Spanish)



**Procurement and nature are inherently linked** | **Unleashing new business opportunities**

Procurement is the backbone of many business operations. It holds the power to influence both the short-term and long-term success of a company. It can also shape the behaviour of a company's suppliers in profound ways.

The supply of goods and services depends on a healthy and functioning natural world. Despite this, procurement practices have a long history of prioritizing timely delivery and profit maximization. But the increasing evidence of business risks from nature loss can no longer be overlooked.

Nature is facing significant decline by almost every available measure. Many living things are going extinct. The ecosystems on which we depend for health and well-being are being degraded. Most business operations are heavily dependent on natural resources.

Urgent action is required to reverse the degradation of nature and respond to these risks. Recognizing nature-related risks and opportunities can begin to structure their procurement models and practices in a way that builds resilience to future shocks and harnesses new partnership business opportunities that safeguard supply for the years to come.

Establishing environmentally-sound procurement practices involves being aware of the options and integrating environmental considerations into decisions. Most importantly, the practices involved are straightforward. They include understanding and screening for sustainability risks in the supply chain, and then selecting the right suppliers.

**Business development shapes a company's future, influencing every aspect of its operations**

The decisions made by business development professionals therefore shape a company's impact and reliance on nature. Choices about new products, services, partnerships and sites have consequences for decades to come. With a better understanding of the nature-related implications that these choices have, business development professionals can make decisions that better consider future risks and opportunities.

business developers work within structured frameworks to consider a wide range of risks. These frameworks often underrepresent nature-related risks, such as physical, transitional and systemic risks. A lack of understanding of these risks can lead to:

1. Delayed permitting processes for new developments
2. Assets being stranded or operating with low efficiency due to dependencies on disappearing ecosystem services
3. Unforeseen adaptation costs. Therefore, an underestimation of nature-related risks can contribute to an underestimation of significant

**Nature supports societal wellbeing and business resilience**

All people have the right to a clean, healthy and sustainable environment. Realizing and maintaining this right relies on the integrity of nature. When nature thrives, so do communities because people are intrinsically connected to the natural world through livelihoods, recreation and culture. Indeed, economies and societies flourish when healthy ecosystems can regulate the environment and provide the food, water and materials that everyone depends upon.

Equitable access to natural resources is also a matter of social justice, with environmental degradation often disproportionately affecting marginalized groups and deepening social inequalities.

While social and environmental risks to businesses are often managed as separate issues, they are actually intertwined and require a holistic approach. For example, by using land water resources, a business may affect

participatory dialogues, stakeholder community outreach and improving their goal is to support development respect labour rights, enhance employment uphold Corporate Social Responsibility handle grievances and secure the s operate. By integrating an environment into their processes, social engagements can design and implement more effective strategies that better address the needs

**This brief can help integrate nature engagement practices**

Aligning existing social engagement practices described in this brief will help or becomes a core part of how a business individuals, groups and communities or indirectly affected by a company's or include marginalized or vulnerable groups experience disproportionate negative impacts on their health and well-being. These impacts can be

**Introduction**

All businesses are dependent on and impact nature, both directly and through their value chains. By addressing their relationship with nature, companies have an opportunity to increase operational and supply chain resilience and improve their relationships with stakeholders. From addressing the significant nature-related risks businesses face in their day-to-day operations to taking advantage of the wide range of opportunities ecosystems present, nature truly is a part of every job.

**Case studies on integrating nature into every job**

As part of the nature or sustainability team, one of your core responsibilities is using your expertise to translate technical guidance into tangible actions for various business functions. This requires engaging with leadership to ensure that nature is included in the corporate strategy, integrating it across business functions, and implementing function-specific actions to deliver the strategy. Transforming businesses to align with global goals for nature requires strong stakeholder management, a clear vision, and sustained momentum. This document draws on interviews conducted with



# ACTIONS FOR PROCUREMENT

Build capacity, develop supplier policies and influence suppliers to pursue best practice

GETTING  
STARTED



Include nature-related requirements in supplier specifications



Select suppliers with commitments and certifications to improve biodiversity



Promote exchange of best practices and data with and between suppliers

ADVANCED



Support and engage with restoration initiatives in supply chain sectors and regions

# ACTIONS FOR BUSINESS DEVELOPMENT

Consider nature-related risks associated with new business opportunities

GETTING  
STARTED



Align business development policies with the company biodiversity strategy



Identify nature-related risks when assessing new business opportunities



Build nature goals and statements into contracts (i.e. for joint ventures)

ADVANCED



Conduct life cycle assessments on existing products and prioritize high-impact products for replacement

# ACTIONS FOR SOCIAL ENGAGEMENT OFFICERS

Integrate biodiversity considerations within social engagement processes, considering the links between biodiversity impacts and local people

## GETTING STARTED



Identify priority locations and value chains where biodiversity impacts are likely to be affecting local rightsholders and stakeholders



Engage with communities around operations to discuss nature and community-related issues



Safeguard sites of cultural/ local value (i.e. historical hunting grounds, subsistence farming) around operations and proposed developments

## ADVANCED



Go beyond FPIC and partner with Indigenous Peoples, local communities and marginalised groups on projects



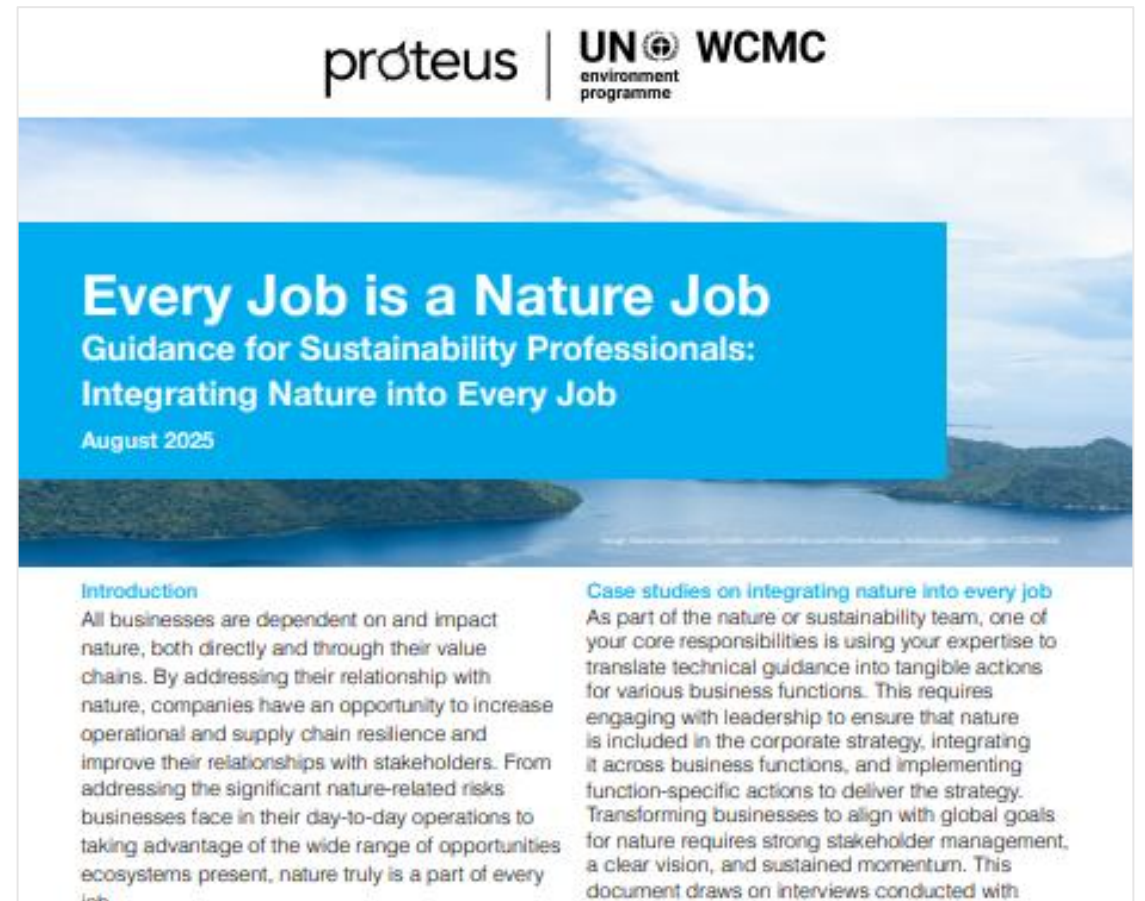
How to communicate nature's importance internally

# COMMUNICATING THE BUSINESS CASE INTERNALLY: THE ROLE OF SUSTAINABILITY PROFESSIONALS

- Sustainability professionals drive organizational change in relation to nature
- C-Suite buy-in is essential to achieve this
- Challenge:
  - Nature can seem disconnected from business priorities
  - Its importance can be difficult to communicate effectively

## Encouraging C-suite engagement

(English, French, Spanish)



# CASE STUDY: ENGAGING LEADERSHIP AND BUILDING THE BUSINESS CASE

- Global food and beverage multinational
- Challenges:
  - Overly technical
  - Establish a baseline for nature across the value chain
- Actions to overcome those challenges:
  - Meeting individually
  - Linking nature to business risks
  - Highlighting industry statistics, news stories, and examples of peers that lead on nature

## Case Study 1: Engaging and educating leadership about nature and presenting a business case for it

### **Global multinational food and beverage company with a portfolio of consumer brands.**

The international sustainability team was tasked with creating an ESG strategy that incorporated nature, highlighting the company's significant dependency on a stable supply of agricultural raw materials. Once presented with the details, leadership had reservations about the suggested nature-specific components of the strategy. As the sustainability team realized that this was due to leadership's unfamiliarity with the topic, the team took action to build leadership's capacity on business-relevant aspects of nature. These actions were crucial to securing support from leadership, ensuring their ownership of the strategy and the long-term availability of financial support for implementation.

# ACTIONS FOR SUSTAINABILITY PROFESSIONALS: APPROACHING THE C-SUITE



Leverage opportunities that make the issue of nature feel more relevant



Make multiple attempts to get the buy-in from C-Suite (if required)



Build the capacity of non-C-Suite leadership on the relevance of nature to their business area



Meet with C-Suite members individually

# ACTIONS FOR SUSTAINABILITY PROFESSIONALS: BUILDING THE BUSINESS CASE



Highlight the relevance of nature to the business



Benchmark nature efforts and targets of your company against your peers



Demonstrate how nature risks and opportunities intersect with the commercial strategy

# ACTIONS FOR SUSTAINABILITY PROFESSIONALS: ADDRESSING THE C-SUITE



Provide targeted information about nature to the C-Suite



Be clear on where the ownership and next steps lie



When framing the business case, emphasize the opportunities that nature can bring



Align expected governance with the C-Suite



Emphasize the need for change management



Engage with Every Job is a Nature Job

# THE EVERY JOB IS A NATURE JOB PARTNERSHIP



Shape the Agenda



Input Directly into  
our Briefs



Accelerate Your  
Implementation



Gain Exclusive  
and Early Access



Join the Nature  
Action Dialogues



Acces Bespoke  
Technical Support

Contact: [balint.ternyik@unep-wcmc.org](mailto:balint.ternyik@unep-wcmc.org)

Find our existing materials by scanning the QR code:



SCAN ME

**UN**   
**environment  
programme**

**WCMC**