



Nature-based Solutions

Scaling up Natural Climate Solutions to achieve the Paris Agreement objectives

Context and rationale

The importance of Nature-based Solutions

Nature-based Solutions (NBS) are a critical requirement to address climate change and achieve the objectives of the Paris Agreement. They also deliver significant co-benefits that span the environmental, societal and economic aspects of the 2030 Sustainable Development Goals. Looking at the land use sector, key areas such as agriculture and forestry are critical priorities in the Nationally Determined Contributions (NDCs) – e.g. agricultural priorities around mitigation and adaptation feature in 90% of country NDCs¹. NBS, such as the conservation, restoration and improved management of land that increase carbon storage and/or avoid GHG emissions have the potential to deliver up to 37% of the cost-effective mitigation required by 2030² to bring us on track with the Paris Agreement.

WBCSD and the role of the private sector in NBS

Business plays a critical role in delivering NBS that are scalable, economically sustainable, implementable and innovative. Through its projects, partnerships and member companies, the World Business Council for Sustainable Development (WBCSD) has been working at the heart of NBS from several angles. We have developed institutional partnerships with the UN Framework Convention on Climate Change (UNFCCC) that include the [Koronivia Joint Work on Agriculture](#), leading NBS policy and technology tracks as part of the [2019 Africa Climate Week](#), and [progressing optimal climate policies](#) for the rules governing Article 6 of the Paris Agreement. More broadly, WBCSD has also led the business streams for the UN Convention to Combat Desertification (UNCCD) in Ordos, China and Ankara, Turkey, where NBS have included [public and private sector partnership recommendations](#). WBCSD was also one of the lead authors in the development of the [Natural Capital Protocol](#), including toolkits and guidance for companies to effectively set metrics for mainstreaming and valuing the role of ecosystem services.

¹ <https://ccafs.cgiar.org/agricultures-prominence-indcs-data-and-maps#.XMBLaOgzZEY>

² <https://www.pnas.org/content/114/44/11645>

Natural Climate Solutions

According to the Intergovernmental Panel on Climate Change (IPCC) to limit global temperature rise to 1.5-2°C we need large scale use of CO2 removal technologies. Nature-based Solutions can remove up to one-third of the necessary CO2 reductions. The Natural Climate Solutions initiative led by WBCSD seeks to make this possible by enabling private sector investment into these solutions. This investment potential is in the order of magnitude of 100's of billions of dollars, yet today only a few percent of all CO2 investment is directed towards nature based solutions. A key to remedying this discrepancy and unlocking this investment potential is to develop an environment supportive of private sector investment, be it of a voluntary or compliance nature.

Initiative Title:	Natural Climate Solutions
Objective:	The Natural Climate Solutions initiative will communicate to policy makers, via the voice of business and also civil society, the opportunity to support 100's of billion of dollars of investment flowing into nature based solutions. The intent is that policy makers will respond by creating a policy environment supportive of both national and international investment flow.
Impacts:	<p>Transformational impact: The initiative proposes to submit a short video (3-5min) featuring leading CEOs from both the demand and supply side of natural climate solutions, NGO representatives and policymakers, emphasising the potential of Nature-based Solutions to remove CO2. It will highlight the additional contribution that the different NCS solutions bring to local communities and to the advancement of the SDGs. They will also outline the need for a policy environment supportive of the international flow of finance between the private sector to projects that deliver natural climate solutions ecosystem services. This united voice will raise awareness of the potential, shed some light on the way forward to unlock investments and increase the potential for more ambitious climate plans both for countries and industries.</p> <p>Sustainable development co-benefits: The video will show that a range of stakeholders have engaged with this topic, private sector companies alongside key players in NGOs and governments, bringing several different viewpoints into the private sector's understanding of investing for inclusive development. Investable projects recognised as "Natural Climate Solutions", which are to be the focal point of the video, include conservation, restoration, and sustainable land management for forests, grasslands, agricultural land, and wetlands. As a result, they have direct impact on rural economic development (SDG1, particularly 1.5), food security (SDG2, particularly 2.3/2.4/2A), water quality (SDG6, particularly 6.6/6B), climate resilience (SDG 13, particularly 13.1), coastal ecosystem management (SDG14, particularly 14.2/14.5/14.7), and sustainable land management (SDG15, particularly 15.1/15.2/15.3/15.9/15A/15B).</p>

	<p>Replicable and scalable:</p> <p>The video will be delivered by the WBCSD’s Natural Climate Solutions project; this is an international, cross-sectoral endeavour representing both the supply- and demand-side of the conversation around payment for ecosystem services. The private sector engages through WBCSD, NGOs through the Nature4Climate civil society coalition, and national governments through the NCS Dialogues and the WBCSD-WEF partnership.</p> <p>With respect to the proposed contribution, the video calls for increased ambition, designed to amplify the intended investment from the private sector. Over 90% of the Parties to the Paris Agreement have incorporated Nature-based Solutions in their Nationally-Determined Contributions (NDCs) – responding at this scale to the private sector demand signal in the video (by incorporating ecosystem services payment markets in NDC action plans) would achieve significant impact. The video will show that there are examples to follow, in the form of existing markets, and there is strong drive for scaling up.</p> <p>Measurable and implementable:</p> <p>The video’s impact is ultimately measured through country action on policies that build ecosystem services markets. Before reaching this point, however, the impact can be measured through the engagement of companies, NGOs, and particularly country representatives in the existing Natural Climate Solutions initiative (through either WBCSD, Nature4Climate, or the NCS Dialogues).</p> <p>Innovative and visible:</p> <p>The aim of the video contribution is to increase the visibility (within the UN community) of the private sector’s intent to invest. This is part of a larger communications strategy around this initiative, specifically concerning “Natural Climate Solutions” and “The Forgotten Solution”. This has been effective at raising the profile of this conversation on social media (particularly Twitter) and at events such as the 2018 Global Climate Action Summit in California.</p>
Geographic application	The appetite to invest from the private sector is international, and will benefit from supportive policy wherever it is applied. Target regions at this point, specifically for Nature-based Solutions, include those with market structures such as the Emissions Trading Schemes existing in the European Union and under development in China.
Participating countries / organizations	The Natural Climate Solutions initiative is led by the World Business Council for Sustainable Development (WBCSD), in partnership with sustainability leaders from the private sector and the Nature4Climate coalition of civil society organisations. At present, the initiative interacts with countries and governments through the NCS Dialogues, which are facilitated by the World Economic Forum (in partnership with WBCSD).

Delivery method and impact	The contribution will be delivered as a short video, which will be produced by WBCSD. It will include appearances from key representatives of the private sector (CEOs of WBCSD member companies), NGOs, and national governments.
Stakeholders consulted	The video will be developed with WBCSD's partners, including members of Nature4Climate, the World Economic Forum, and national governments.
Broader relevance for Climate Action Summit	This initiative has significant interaction with Climate Finance and Carbon Pricing, Resilience and Adaptation, and Mitigation Strategy. Nature-based Solutions present a solution set for the efforts on Resilience/Adaptation and Mitigation, but as the contribution will highlight, private sector action in this field can only be activated through further developments on Climate Finance. Market structures for Nature-based Solutions are far broader than Carbon Pricing, as this does not consider the valuation of and payment for ecosystem services as a whole.
Linkages to other ongoing initiatives	The work of this initiative supports the UN Decade on Ecosystem Restoration adopted at the UN Assembly in March 2019. The contribution is aligned with work from the Tropical Forest Alliance, the New Deal for Nature, Business4Nature, and Act4Nature, as well as civil society organisations including the International Union for the Conservation of Nature, World Resources Institute, World Wildlife Fund, The Nature Conservancy, the Wildlife Conservation Society, and others.
Funding	The existing work on the Natural Climate Solutions initiative is funded by WBCSD through its member companies. This will include the production of the video contribution.
Monitoring & Evaluation	
Communications	Communication on the Natural Climate Solutions initiative, including the video contribution, will follow the precedent of the previous communications campaign managed by Nature4Climate – specifically as it relates to communicating with the public and attendees of key events (such as COP25 and COP26). The starting point will be “The Forgotten Solution”, the moniker given to the set of Nature-based Solutions during the communications campaign for the 2018 Global Climate Action Summit. Following the UN Secretary-General’s Climate Summit, this strategy will be expanded to include a specific campaign aimed at key policymakers.
Contacts	WBCSD (priority activity, high commitment): Maria Mendiluce (mendiluce@wbcspd.org) Nature4Climate (priority activity, high commitment): Christopher Webb (christopher.webb@tnc.org)

About the World Business Council for Sustainable Development (WBCSD)

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more

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successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and with 19 million employees. Our Global Network of almost 70 national business councils gives our members unparalleled reach across the globe. WBCSD is uniquely positioned to work with member companies along and across value chains to deliver high-impact business solutions to the most challenging sustainability issues.

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