

**GEO for Business Brief I Launch**

**Adapt to Survive: Business transformation in a time of uncertainty**



The 'Adapt to Survive: Business transformation in a time of uncertainty' brief is the first in a series of [six GEO for Business Briefs](#) published by the United Nations Environment Programme (UNEP) to better inform, engage and stimulate positive action from business leaders. The brief was launched on 3 February 2021 in a [virtual event](#) & LinkedIn Live broadcast that featured an interactive panel discussion with UN and business leaders. The event had 1,341 event registrations on Event tribe and LinkedIn with 3,371 unique views on YouTube and LinkedIn and with a Social Media Coverage of posts, 1,534 engagements and 76,551 impressions.

UNEP's Deputy Executive Director, Joyce Msuya set the scene with a keynote statement that emphasized that business success depends on healthy people, resilient societies, productive natural systems and a stable climate. If we want to prevent economic, ecological and social decline, then we must build an economy where we generate and consume within planetary limits, that is regenerative and collaborative, an economy where growth is only valued if it contributes to social progress and environmental protection. She added that, "we can and must seize this momentum and mobilize public investments to stimulate this transformation. Business leaders who work to bring about this nature positive world and whose businesses thrive as a result, will be hailed as the pioneers of the new economy."

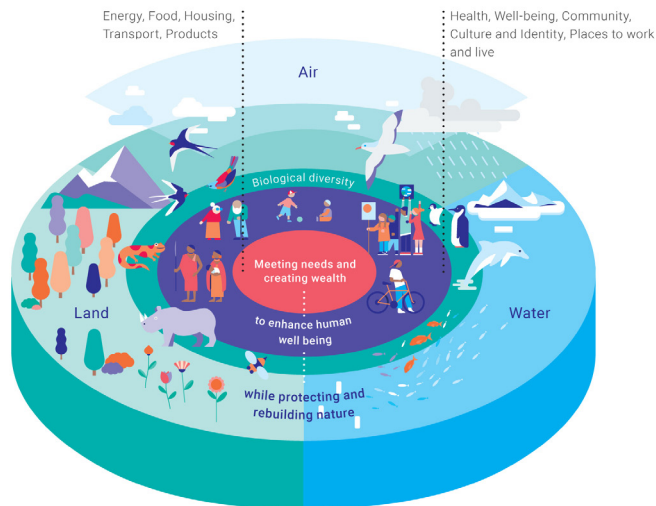


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## Nature Positive Economy



*A Nature Positive Economy. This economy is not dependent on fossil fuels, or on over-extracting resources, or exploiting people to create value. It is an economy that places human well-being at the very heart of everything it does. It is an economy that serves everyone, not the other way round.*

A Nature Positive transformation offers business such as revenue uplift from new products and services, invention and reimagining of existing products, resource efficiency, where environmentally friendly changes also saves money, and more loyal employees, opined panelist Libbie Lee, of McKinsey & Company. Antonia Gawel, Head of Circular Economy and Innovations at the World Economic Forum also noted that the risk to not having a net zero decarbonization nature positive future is clear. In the Forum's seminal report, the [Future of Nature and Business 2020](#), it was made clear that the case for protection, investment and restoration of nature is up to a US\$10 trillion business opportunity by 2030 and can offer up to 395 million jobs in both developing and developed economies.

Two of the authors of the brief, Denise Delaney, Head of Corporate Sustainability Services, ERM and Derk Loorbach, Director of DRIFT, a world-leading institute for research on sustainability transitions, were keen to note that the Nature Positive Economy is an inspirational model to follow and loops in the circular economy and nature so that what we produce and consume has positive impact on nature and people and future generations.

The panel concluded that companies don't exist in a vacuum and that they need the policy frameworks, the critics and the observers that come from different parts of society. Companies that are more resilient, are the ones that are able to listen to their stakeholders and make the transformative shifts. All agreed that COVID-19 precipitated business transformation around the world. Like never before, we are seeing forward thinking companies proactively scaling up transformation by integrating environmental considerations into their business plans. There is a real business imperative to adapt to survive!

### Launch Event Panel Members:

- Joyce Msuya, Deputy Executive Director, UNEP
- Denise Delaney, Head of Corporate Sustainability Services Northern Europe, ERM
- Antonia Gawel, Head of Circular Economy and Innovations, World Economic Forum
- Libbi Lee, Associate Partner, McKinsey & Company
- Derk Loorbach, Professor & Director, DRIFT
- Corli Pretorius, Deputy Director, UNEP-WCMC

### Coordinating Lead Authors:

- Derk Loorbach (DRIFT, Erasmus University Rotterdam)
- Ben Tuxworth (Anthesis Group)

### Lead Authors:

- Denise Delaney (SustainAbility, an ERM group company)
- Theresia Ott (Rio Tinto)
- Aris Vrettos (Cambridge Institute for Sustainability Leadership)

### Further Resources:

- [Download Brief](#)
- [Launch Video](#)
- [Survival of the greenest: businesses must reduce their footprint](#)
- [About GEO for Business](#)
- [Members of the Advisory Committee of the GEO for Business](#)
- [GEO for Business Briefs](#)





## About GEO for Business

The newly launched Global Environment Outlook for Business briefs look at the GEO findings through a business lens. Written 'by business for business', the briefs bring the science of the [sixth edition of the Global Environment Outlook](#) to the business community to support them in developing plans, business strategies, technology pathways, mechanisms and enablers towards building a green and circular economy.

A [high-level Advisory Committee](#) of major business and non-governmental organizations working on the environment (see table) have designed six thematic briefs covering three systemic areas: food, waste and energy. These short and stimulating products will be released periodically throughout 2021 providing 'how-to guides' for business on specific environmental issues.



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## Launch of UNEP's Synthesis Report: "Making Peace with Nature: A scientific blueprint to tackle the climate, biodiversity and pollution emergent"



On Thursday 18 February 2021, UNEP's synthesis report, "[Making Peace with Nature](#)" was launched in advance of UNEA 5.1 with a joint press conference between the UN Secretary General, António Guterres and UNEP's Executive Director Inger Andersen.

"Humanity is waging a senseless and suicidal war on nature. The result is three interlinked environmental crises. Climate disruption, biodiversity loss and pollution that threaten our viability as a species". This is how the UN Secretary General addressed the media on Thursday, while launching the newest UNEP report, which synthesises the latest research and solutions available, representing an authoritative scientific blueprint on how to "make peace with nature".

The Making Peace with Nature report was a yearlong effort led by Ivar Baste and Bob Watson, which brought together over 50 leading experts to synthesize the latest scientific findings from recent global environmental assessments.

The report shows once again how the current measures to tackle the environmental crises are not enough to reach what is needed. One of the key messages is: "Society needs to reduce carbon dioxide emissions by 45 per cent by 2030 compared to 2010 levels and reach net-zero emissions by 2050 to limit warming to 1.5 °C as aspired to in the Paris Agreement, while at the same time conserving and restoring biodiversity and minimizing pollution and waste."

The report calls for ambitious and coordinated action by governments, businesses and people around the world to prevent and reverse the worst impacts of environmental decline by rapidly transforming key systems including energy, water and food so that our use of the land and oceans becomes sustainable. It also stresses the need for transforming social and economic systems, improving our relationship with nature, understanding its value and putting that value at the heart of our decision making.



“This report provides the bedrock for hope,” Guterres added. “It makes clear our war on nature has left the planet broken. But it also guides us to a safer place by providing a peace plan and a postwar rebuilding programme”. The report makes it clear that there is a triple emergency unfolding and that these three issues are interlinked and need to be dealt with together. These are not just environmental issues, they are economic, development, security, social, moral and ethical issues.

Watch the press event here: <https://www.unep.org/events/unep-event/launch-unep-making-peace-nature-report>

## About the Synthesis report



The UNEP Synthesis Report communicates how climate change, biodiversity loss and pollution can be tackled jointly within the framework of the Sustainable Development Goals. The report serves to translate the current state of scientific knowledge into crisp, clear and digestible facts-based messages that the world can relate to and follow up on. It first provides an Earth diagnosis of current and projected human-induced environmental change, by putting facts and interlinkages in perspective, including by using smart infographics. In building on this diagnosis, the report identifies the shifts needed to close gaps between current actions and those needed to achieve sustainable development. The analysis is anchored in current economic, social and ecological reality and framed by economics and the 2030 Agenda for Sustainable Development. By synthesizing the latest scientific findings from the global environmental assessments, the report communicates the current status of the world’s urgent issues and opportunities to solve them. Find more about the report [here](#).

## Youth Power to Save the Planet: Launch of the GEO-6 for Youth Report

The GEO-6 for Youth was launched in an inspiring and youth engaging live event during the Youth Environment Assembly, on Friday 19 February.

The GEO-6 for Youth report is written by a diverse group of 28 authors from 19 different countries and dedicated their time and effort for two years to produce a one-stop-shop guide for a young person to understand more about the state of the environment, what they can do every day to drive markets to adopt environmentally sustainable products and services and how to develop their skills and choose environmentally sustainable careers. The event, smoothly moderated by Dr. Mohsen Gul, one of the authors of the report, started with opening remarks from the GEO-6 for Youth Co-chairs, Dr. Nibedita Mukherjee and Mr. Charles Mwangi. Dr. Nibedita reminded the participants that “more than 2 out of 5 people are under the age of 25. Therefore, it is extremely crucial that the youth are actively engaged in the science policy interface. This youth report translates the science in the main report to a youth audience. Youth are key partners and not a mere token.”

Two Coordinating Lead Authors of the report, Maria Jesus Iraola and Rohan Bhargava guided the participants into the key findings of the report and its engaging infographics. They showed how the report presents the key environmental issues of our time, while suggesting how young people can contribute to achieve a greener, more sustainable future.







The second part of the event saw the two authors and a representative from the Major Group for Children and Youth to UNEP, Christianne Zakour, interacting with UNEP's Executive Director, Inger Andersen in a conversation about the Role of Youth in Climate Action, Environmental Policy, Solving the Climate, Biodiversity and Pollution Crisis as well as the Importance of Green Jobs. In the conversation, the authors stressed the importance of the GEO-6 for Youth as "a stepping stone to a much needed greater institutional engagement and youth action that forces public and private decision makers to greater institutional engagement and youth action that forces public and private decision makers to make more sustainable and just decisions today".

The event was closed by an inspiring panel discussion among a young entrepreneur and winner of the Young Champions of the Earth Award, Nzambi Matee; a climate activist, Nathan Méténier and a UNEP Goodwill Ambassador, Alex Rendell. The young panelists talked about their experience in different fields and their mission to bring about transformative change and raise awareness about environmental issues.

The event was participated live by more than 370 participants and was viewed on Facebook 4000 times. For more info about the panelists, click [here](#). To watch the full event, click [here](#).

To access the GEO-6 for Youth interactive e-publication and other resources linked to the report, visit [this page](#). The event was organized in close collaboration with the Major Group for Children and Youth to UNEP. For more information on the Major Group and the Youth Environment Assembly, click [here](#).

Read more about the call of young people for urgent climate action at the UN Environment Assembly, [here](#).

This report is UNEP's first fully interactive e-publication, powered by the YUDU platform, which features interactive and animated infographics, quizzes, videos and a technology that allows for collection of data on how many people accessed the report. A demonstration of the interactive version was also provided during the event.



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