



Nature4Climate Impacts

Report on the activities and impacts
of Nature4Climate in 2023



Nature4Climate is a multi-stakeholder coalition of 23 international members committed to accelerating investment and action to ensure that nature-based solutions can fulfil their potential for tackling climate change, and for the benefit of people and biodiversity. This is achieved through communication and advocacy campaigns, and movement building strategies. The mission is to ensure that nature provides around a third of the climate solution needed by 2030, i.e., about 10 gigatonnes of CO₂ equivalent a year.



LUCY ALMOND
CHAIR, NATURE4CLIMATE

Foreword

More than six years have passed since we launched the Nature4Climate (N4C) coalition. Our mission has stayed the same - to 'mainstream' nature as a climate solution, and to increase government action and private sector investment into nature-based solutions (NbS) for climate. Clearly, we're not quite there yet, so the mission remains, and the coalition continues to grow.

At the end of last year, our members numbered 23 international organisations, growing from the first five back in 2017, with the secretariat still housed within The Nature Conservancy. We are aligned around the following objectives: to build trust and confidence in NbS in providing benefits for people, climate and biodiversity; to put nature at the heart of the Paris Agreement; and to mainstream 'nature positive' (alongside net zero) and provide guidance to governments, companies (including the finance sector), and civil society.

While it is clear that our work is by no means complete, we should take heart from the progress that we have made, particularly in the last year. This report sets out some of the collective achievements of the coalition in progressing towards our goals.

N4C played a coordinating role throughout the year (through its 'Time to Take Stock of Nature' campaign) that contributed towards nature's representation in the Global Stocktake (GST) at the 28th United Nations Climate Change Conference (UNFCCC COP28). Working alongside our partners in the Nature Positive Initiative, we have made progress in mainstreaming nature positive alongside net zero. This has been evident in New York Climate Week (NYCW) and at the climate COP28 in Dubai, where the nature-positive movement continued to build momentum and garner the support of key stakeholders.

Private sector interest in NbS continues to grow. Our priorities in this are threefold: unbranded communications to promote and build confidence in high-integrity NbS; working with the finance sector to stop investment in deforestation-related activities, and to promote nature-positive investments; and category building for the emerging 'nature tech' sector.

Internally, we focused last year on broadening representation and building new partnerships, especially with Indigenous peoples and youth groups from the Global South. With our coalition growing, we introduced stronger governance through reforms and a new membership structure. We also increased our secretariat team.

Our challenge for the remainder of this year is how we continue to add collective value by complementing the work of our members and fundraising for our collective communications advocacy and movement building. While we recognise there is much progress to be made, we look forward to the time when our movement has achieved all its goals and, in fact, when we are no longer needed because nature has been made mainstream in decision-making everywhere.

Focal areas for 2023

In 2023, N4C is committed to advancing several critical objectives, divided into five focal areas that are deeply interconnected. Each of these areas plays a crucial role in advancing N4C's mission.

1.0 MAINSTREAM NATURE POSITIVE

Raise the prominence of nature-positive commitments to the same level of urgency and importance as net zero by 2030, through strategic communication and movement building efforts.

2.0 INFLUENCE POLICY

Advocate for the inclusion of nature-based solutions in international and national policies and budgets. Monitor and evaluate the adequacy of global policies in effectively delivering on national nature and climate commitments.

3.0 SUPPORT THE 'DECADE OF DELIVERY'

Spotlight and chart real-world implementation practices and stories to inspire and catalyse action as we advance into the 'decade of delivery' (2020-2030), as well as unveiling tools to support the inclusion of nature in policy and investment strategies.

4.0 PROMOTE INTEGRITY

Build trust in nature as a solution to climate change by developing and disseminating articles and reports that underscore the role of high-integrity NbS and nature tech in delivering high-quality carbon credits while supporting adaptation. N4C aims to shape a narrative that emphasises opportunities and progress while remaining sensitive to knowledge gaps and criticisms.

5.0 ACCELERATE NATURE POSITIVE FINANCE

Encourage nature-positive investment by securing commitments from major financial institutions to transition to deforestation-free investments by 2025, and by encouraging the scaling up of private investment into nature-positive activities, targeting a minimum of \$400 billion by 2030.



Nature Positive Hub (New York Climate Week)



Joint Statement on Climate, Nature and People between the Presidency of UNFCCC COP28 and the CBD COP15.



DUAPA @ Africa 2022
DUAPA partners at the tree planting ceremony during the Africa Youth Climate Assembly



MRV technology to monitor forest cover and support reforestation efforts (DUAPA project in Liberia)



Nature Positive Pavilion (COP28)



Technology in regenerative agriculture (DUAPA project in Uganda)

Mainstream nature positive

1.0



Goal: Raise the prominence of nature-positive commitments to the same level of urgency and importance as net zero by 2030, through strategic communication and movement building efforts.

KEY ACTIVITIES

N4C focused on raising awareness and driving action in alignment with the 2030 nature-positive goal¹. Building on the momentum of 2022, N4C campaigned for the role of nature in the GST of the Paris Agreement. By aligning communication and advocacy efforts, N4C encouraged the mainstream adoption of nature-positive messaging during significant global events and among various stakeholders, including Indigenous peoples and local communities (IPLCs), youth, and local influencers. This helped to integrate development, climate, and biodiversity goals. By amplifying voices contributing to the climate-nature discourse, sharing real-world experiences, and honouring frontline stewardship, N4C's advocacy focused on key decision-makers and experts to take action to stop and reverse the loss of nature.

Building the nature-positive movement

N4C formed collaborative networks and partnerships between various non-state actors and other key stakeholders working on policy and communications to increase the nature-positive community. As part of its membership value proposition, N4C organised high-level meetings featuring expert speakers² to facilitate collaboration on

NbS and align objectives, and provide a platform for sharing insights, fostering partnerships, and advancing initiatives related to NbS.

Leading the nature positive campaign

N4C coordinated the nature positive campaign³, elevating its visibility and influence by partnering with individuals and organisations outside of the coalition, as well as participating actively in significant events such as London Climate Action Week (LCAW), New York Climate Week (NYCW) and UNFCCC COP28. N4C elevated awareness and garnered crucial support for nature-positive endeavours from global stakeholders and decision-makers; it did so by using targeted messaging through digital and social media campaigns, press office activities and a broadcast service (Nature's Newsroom).

Championing positive stories from diverse sectors

Collaborating with a broad range of broadcasting media outlets, N4C elevates positive stories from different sectors, including the private sector (including finance), policymakers, youth groups, and IPLCs. By highlighting these nature-positive narratives, we help build credibility and trust, and inspire broader momentum and action, ultimately driving the mainstream adoption of nature-positive practices.

OUTCOMES

Won the 2023 'Purpose Award'

Since UNFCCC COP26, N4C has been a leading player in the [Nature Positive Campaign](#), which is building momentum around the global initiative to reverse biodiversity loss by 2030. The campaign won the [2023 'Purpose Award' for best collaborative environmental cause campaign](#).

Led the Nature Positive Hub at NYCW

In a strategic collaboration with funding partners, N4C led the ['Nature Positive Hub'](#) initiative for the second time. The three-day event showcased solutions at the nexus of the climate and biodiversity crises. More than 1,750 individuals participated in a [wide range of events](#) (49 in total) – testament to the initiative's impact and growth of the NbS community. At the Hub, N4C joined many other organisations at the heart of the [Nature Positive Initiative](#), aimed at strengthening the integrity and implementation of the Global Goal for Nature.

Led the Nature Positive Pavilion at COP28

At COP28, 27 partners came together under the [nature positive campaign](#) to continue efforts to mainstream nature positive alongside net zero and equity – and to put nature at the heart of the global stocktake of the Paris Agreement. Alongside the Global Commons Alliance and the UNFCCC High-level Climate Champions, N4C led the coordination of the [nature positive pavilion, the associated communications campaign with key advocacy goals, and the COP28 nature positive delegation](#) – all of which collectively delivered real impact.

Extended the nature-positive community

The nature-positive community through the N4C coalition grew in 2023, bolstered by the inclusion of new members like the International Fund for Animal Welfare, Fauna and Flora International, and TreeAid. Now comprising 23 international members, the coalition is collectively driving action and investment towards a nature-positive future across various sectors. Annual milestone events such as the UNFCCC COP28, LCAW, NYCW and UNFCCC Regional Climate Weeks (RCWs) serve as pivotal platforms to amplify the nature-positive movement. As well as its 23 member organisations, N4C collaborated with more than 50 external organisations to help mainstream the nature-positive agenda alongside net zero.



Launch of the Nature Positive Initiative at the Nature Positive Hub during New York Climate Week



Nature Positive Pavilion (COP28)



IPLC thematic day at the Nature Positive Pavilion (COP28)



Nature Positive Hub (New York Climate Week)

HIGHLIGHTS FROM THE NATURE POSITIVE PAVILION AND CAMPAIGN AT COP28

EVENTS AND PARTNERSHIPS:

>60

Hosted more than 60 events

>2800

More than 2800 people watched the daily livestreams

~3000

~3000 people attended the events in person

3

Hosted and curated 3 special thematic days: [Indigenous Peoples Day](#), [Business in Action Day](#), [Nature Day](#)

27

At COP28, 27 partners came together under the nature positive campaign

12

12 IPLCs and youth organisations joined as the Nature Positive Delegation

PRESS OFFICE:

60M

Media coverage reached an international audience, estimated at more than 60 million, from 50 countries

106%

Total nature-positive mentions increased by 106%, totalling 3262

19,793

Partner mentions in media totalled 19,793

NEWSROOM:

47

New strategy with [video news releases \(VNRs\)](#) and [daily wrap-ups](#) generated global news coverages in 47 countries, thanks to the [Associated Press](#) Newsroom

14

N4C Youtube channel hosted 14 daily wrap-up videos, attracting 1,201 views. These videos served as daily capsules, encapsulating the spirit of each day at COP28. See here: [VNRs and daily wrap-up videos](#)

19,07M

N4C X (Twitter): The mix of organic and boosted content generated a large volume of video views on X, racking up an impressive 19,07 million views for the VNRs and daily wrap up videos alone on the N4C X account

SOCIAL MEDIA:

200,000

Over 200,000 engagements and 11 million impressions on X and LinkedIn through the social media and paid media campaigns, which included English, Spanish and Portuguese iterations

COP 28 DAILY BRIEF (NEWSLETTER):

1356

1,356 new subscribers to the Daily COP Briefing (+19%)

58,000

COP28 email opened 58,000 times

STAKEHOLDER ENGAGEMENT:

All surveyed partners considered shared messaging and campaign relevant to their COP28 strategies.

65

65 spokespeople interviewed

73

73 influencers engaged with NP content

43

43 partners, local leaders and nature champions using #NaturePositive hashtag during COP

CAMPAIGN BRANDING:

Pavilion design, Logos and guidelines, Presentation & document templates, Social media templates, Nature in motion images, Thematic days social assets, Words into Action ads, Pick Up, The Pace ads, Rapanui/Teemill t-shirts.

100%

Shared resources and templates were considered relevant and used by all partners.

250

Over 250 [Nature Positive t-shirts](#) sold via partnership with Rapanui

NATURE POSITIVE ON SOCIAL MEDIA

26K **58%**

Mentions of nature-positive content

Of nature-positive mentions were positive



Total impressions
33.75% increase
Compared to 2022



Influencer engagements
166% increase
Compared to 2022

OUR CHANNELS

58

Editions of media briefing updates

Special editions:
Daily briefings on events and outcomes, specifically during NYCWs and COPs



Increase in the audience of The Weekly Brief

1475

New subscribers to The Weekly Brief



Sky News interview with Eva Zabey, Buisness for Nature



CBC interview with Jennifer Tauli Corpuz, Nia Tero



Estadão interview with Isabel Gakran, Instituto Zag



Nature Positive Campaign



Mary Robinson, Chair of The Elders (left), at the Nature Positive Pavilion



“As we work towards a zero-carbon future, we must work equally towards being nature positive.”

King Charles III delivering a call to action at the COP28 World Climate Action Summit

TESTIMONIALS

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It's brilliant to see nature and particularly coastal marine ecosystems at the heart of so much of the conversation at Nature Positive Hub. These are the places where there are the closest and most deeply interconnected links between people, nature and climate. There's a lot of talk about the threats but importantly we are hearing about solutions too. Nature has this amazing capacity to bounce back given half a chance – we can make a real difference and many people and organisations already are.”

Chrissy Durkin, Rainforest Connection (RFCx) and Kat Bruce, NatureMetrics

“

Given our shared goals, the Nature Positive Initiative has partnered with Nature4Climate at milestone events throughout 2023 – and we were delighted to launch our initiative at the Nature Positive hub during New York Climate Week. The momentum around the Nature Positive Pavilion at climate COPs has grown year-on-year, and demonstrates the power of collective campaigning which Nature4Climate embodies.”

Gavin Edwards, Nature Positive Initiative

Influence policy

2.0



Goal: Advocate for the inclusion of NbS in international and national policies and budgets. Monitor and evaluate the adequacy of global policies in effectively delivering on national nature and climate commitments.

KEY ACTIVITIES

In 2023, N4C aimed to ensure nature is accurately considered within the Global Stocktake (GST) outcomes by advocating for the growth of national policies and budgets for NbS with a commitment to integrity, durability, and equity. N4C elevated NbS ambition and mentions within the UNFCCC, reinforced the attention on integrity in national strategies, and urged developed nations to support capacity building in developing countries to meet their targets on the matter.

Coordination

N4C has led a diplomacy working group that facilitates the exchange of intelligence and updates concerning policies, commitments, and initiatives related to NbS. By providing coordination, it enhances synergy among related efforts and establishes a collaborative platform for joint work for N4C members with a shared mission.

Advocating for high-integrity NbS policy implementation

N4C offered essential direction to Parties and key stakeholders such as the UNFCCC and COP28 Presidency on enhancing the formulation and planning of NbS policies

and budgets at both national and international levels. This guidance is aimed at ensuring the delivery of NbS with the highest integrity.

Engaging advocacy campaign for NbS mobilisation

N4C co-designed advocacy campaigns to mobilise support, raise awareness, influence decision-makers, and catalyse action towards the implementation of high-integrity NbS. In 2023, we launched the [Time to Take Stock of Nature campaign](#) at the Bonn Climate Change Conference (SB58) to highlight the need to raise ambition and implementation around nature within the first GST discussions occurring at COP28.

Organising advocacy events for NbS action

N4C convened joint advocacy events and advised the leading organisers of milestone events to integrate nature-related topics into their final agendas. For example, at the 2023 UNFCCC regional climate weeks, N4C assisted them with narrative building around nature (see the brief [here](#)).

KEY OUTCOMES

N4C's role on the COP28 nature steering committee

The COP28 Presidency invited the N4C secretariat team to participate in ongoing consultation meetings with its nature team and to join in the COP28 nature steering committee, providing guidance on NbS strategy and insights.

Prepared recommendations for high-integrity NbS in international and national policies

Throughout the year, N4C coordinated the response of its members to UNFCCC's calls for technical submissions to the first global stocktake consideration, submitting a range of technical NbS advocacy joint proposals. These recommendations offer draft text options for Parties to consider, aimed at capturing crucial outcomes related to NbS⁴.

"Time to Take Stock of Nature" public letter

As part of the "Time to Take Stock of Nature" campaign, 250 leaders and experts from the private sector, academia, non-governmental organisations (NGO), IPLCs and youth groups released an [open letter](#) that called on UNFCCC Parties to deliver on their climate and biodiversity commitments and disclose their implementation plans as part of the GST negotiations.

Convened advocacy events

In collaboration, N4C conducted [NbS Implementation Dialogues](#) across four UNFCCC regional climate weeks in [Kenya](#), Panama, United Arab Emirates, and Malaysia. These dialogues engaged experienced NbS practitioners and delivery agents to identify regional challenges and opportunities to implement and finance NbS (see [summary report](#)). N4C held a [ministerial-level roundtable meeting during COP28⁵](#), focused on accelerating practical NbS initiatives. Notably, ministers from Colombia, Germany, Grenada, Peru, and Chile signed an [open letter](#) to the COP28 Presidency, highlighting nature and biodiversity as crucial solutions to the global climate emergency.

N4C considerations reflected in the final Global Stocktake text

Alignment between N4C guidance and advocacy calls can be indirectly linked to substantial outcomes seen in the final GST text, which finally incorporated key elements such as the 2030 Deforestation Target; explicit links to the Global Biodiversity Framework; 'forest degradation' wording alongside deforestation; considerations of oceans into the adaptation section; necessity for increased REDD+ (reducing emissions from deforestation and forest degradation) finance and support; increased explicit mention of NbS; and the necessity for Article 6 capacity building.

Monitored and evaluated progress of NbS commitments and policies

N4C's [NbS Commitment Tracker](#) evaluated progress on 127 joint action commitments by countries relating to nature, from the 2019 UN Secretary General Summit to 2023. It revealed that over half (52.5%) of tracked commitments showed minimal to no progress, and only 11% (14 out of 127) included language or specific initiatives regarding IPLCs. This highlights the need for enhanced accountability and inclusivity in NbS initiatives. The [NbS Policy Tracker](#) (3rd edition) is a global NbS database of NbS policies, which found that from the assessed 1,180 NbS policies from 188 countries, 549 (47%) policies mentions science-based approaches; 412 (35%) policies have clearly allocated budgets; 419 (36%) of policies have references to adaptation; 254 (22%) of policies have specific reference to IPLC; 24 (2%) of policies have references to Gender Equity. The tool reveals that only 12% of global policies have budgets for NbS, highlighting the urgent need for increased funding and strategic implementation to address climate change and biodiversity loss. For more insights see the [Report](#).

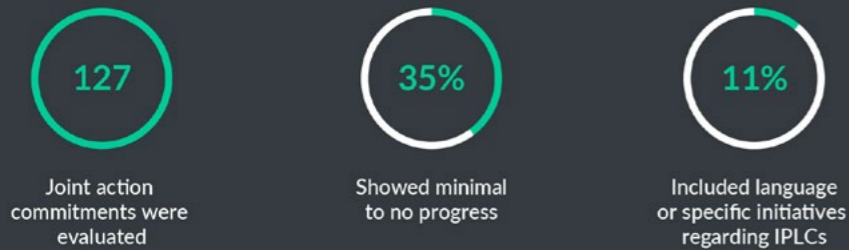


It's Time to Take Stock of Nature campaign

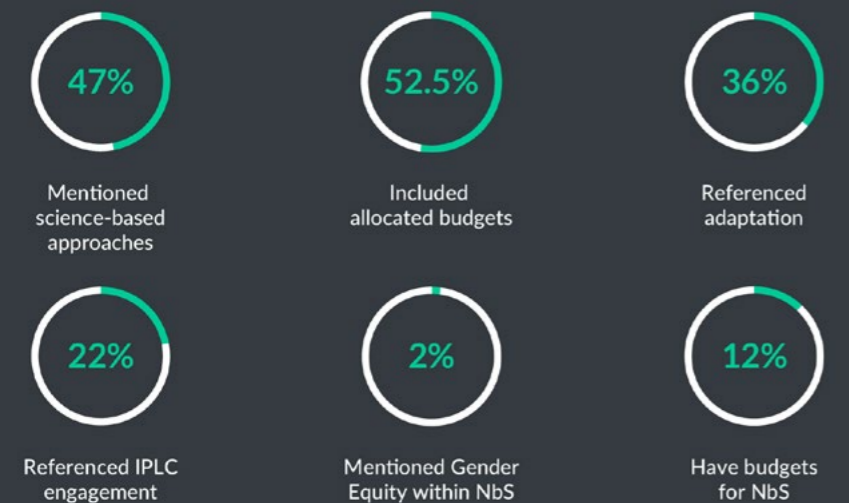


It's Time to Take Stock of Nature campaign

NbS Commitment Tracker



NbS Policy Tracker



Ministers from the NbS ministerial-level roundtable meeting (COP28)



NbS Implementation Dialogue Workshop at Africa Climate Week



NbS Implementation Dialogue Workshop at Africa Climate Week

TESTIMONIALS

“N4C has been driving the strategic policy agenda on the nature-climate nexus. It has ensured that changes are being made at the political level and being demonstrated by the champion Parties of Colombia and Germany, leading the call on synergistic implementation. Collectively, bringing together high-level key players wouldn’t be possible without the power of the N4C coalition and we need to continue to push the momentum to achieve real change on-the-ground and in the international policy sphere.”

Rhiannon Niven, Birdlife International

“N4C is bridging the critical missinggap in nature-based solutions implementation, enhancing the ambition loop between non-state actors and countries. The Climate Champions team values their collaborative efforts, emphasizing the adaptation of the agenda towards the high-quality, integrity-driven delivery of NbS on the ground.”

Mohamed Nady, UN Climate Change High-Level Champion

“N4C’s advocacy with government negotiators, across caucuses (e.g. CAN and the Indigenous Peoples caucus), and with media highlighted GST text outcomes needed to advance the critical role of nature-based solutions – across forests, grasslands, coastal ecosystems and oceans, and managed lands – in achieving the goals of the Paris Agreement and best practices for implementation and financing.”

Kiryssa Kasprzyk, Conservation International

Support the 'decade of delivery'

3.0



Goal: Spotlight and chart real-world implementation practices and stories to inspire and catalyse action as we advance into the 'decade of delivery' by releasing inspiring and educational content, as well as unveiling tools to support the inclusion of nature in policy and investment strategies.

KEY ACTIVITIES

N4C prioritises community leadership, scientific understanding, and high-integrity implementation of NbS across global landscapes and ecosystems. Through community engagement, as well as inclusive and equity-driven initiatives, N4C seeks to incorporate diverse voices into storytelling, ensuring that narratives reflect the perspectives and experiences of a wide range of stakeholders. Initiatives like [naturebase](#) bridge data gaps, while empowering local scientists and practitioners to foster innovation. N4C strives for context-specific solutions, fostering collaboration to combat climate change and nurture resilient ecosystems.

Bridging data and action gaps

By filling data and action gaps, N4C cultivates greater awareness and understanding of accessible scientific findings, policies and narratives. This is achieved through platforms such as [naturebase](#), [NbS Case Study Map](#), [NbS Commitment Tracker](#), [NbS Policy Tracker](#) and [Deforestation Action Tracker](#), which facilitate informed decision-making and impactful environmental management.

Enriching narratives: embracing diverse voices in storytelling

N4C partnered with a variety of stakeholders to amplify the voices and viewpoints of marginalised communities, Indigenous groups, and youth from the Global South who are engaged in NbS efforts within the climate discourse. N4C aims to ensure their voices resonate and their priorities are acknowledged in global discussions on climate and biodiversity. By producing community-driven films that blend scientific insights with Indigenous knowledge, N4C endeavours to elevate grassroots NbS initiatives, promoting a more inclusive and effective approach to addressing climate challenges.

Supporting NbS storytelling with monitoring, reporting, and verification (MRV) technologies

N4C champions community-led forest landscape restoration initiatives, supporting communities to spearhead the assessment of NbS interventions' impact and effectiveness. This approach enhances transparency and accountability, positioning communities to directly engage in enhanced, more reliable financing mechanisms for carbon and biodiversity offsets and other payments for ecosystem services.

KEY OUTCOMES

Launched the beta version of naturebase

N4C, alongside its members, spearheaded the development of [naturebase](#), a cutting-edge free data platform [to scale up natural climate solutions](#). naturebase is a new interactive platform that brings together science-based data on nature's pathways to benefit the climate by showing where, why and how to implement high-integrity nature-based projects with the highest carbon mitigation impact whilst improving livelihoods and protecting biodiversity. naturebase is a result of a collaborative effort between scientists and developers at [The Nature Conservancy](#), with contributions by numerous organisations across the environmental sector and academia.

Expanded the NbS case study map

N4C has recently incorporated 42 new NbS case studies into the [case study map](#), bringing the total count to 320 case studies from more than 100 countries. These case studies encompass a diverse range of solution types, including protect, manage, restore, and adapt. The map showcases how people and organisations worldwide are investing in initiatives that protect, manage and restore ecosystems.

Supported two community-led films

N4C supported the continuation of the 'Nature in Action' series, produced in partnership with Indigenous and community leaders and filmmakers from If Not Us Then Who, which highlights in short documentaries grassroots initiatives and Indigenous knowledge in the Global South, aimed at advancing natural climate solutions science from a bottom-up approach. The [film in Tanzania](#) highlights Indigenous communities' experience with managing revenues from carbon credits, while still preserving their traditional practices and long-standing forest preservation efforts. The [film in Indonesia](#) features Teluk Semanting village restoring mangroves to support livelihoods in the region.

Extended the DUAPA project

In collaboration with local organisations, the DUAPA partners⁶, N4C has supported African communities in Kenya, Liberia, Ghana, Uganda and Nigeria through community-led knowledge and technology sharing, facilitating their ownership to track and assess the impact and effectiveness of their NbS interventions, promoting transparency, accountability and integrity of projects. By supporting DUAPA partners' participation in [Africa Climate Week](#), N4C amplified the contributions and knowledge of these communities, increasing their visibility.

Expanded representation

N4C boosted the involvement and visibility of under-represented groups with NbS expertise during COP28 by extending its [COP28 Nature Positive Delegation Programme](#). Collaborating with 12 diverse organisations, N4C facilitated workshops and events for them, such as the interactive [Storytelling Workshop](#), to enhance the impact of NbS narratives, as well as coordinated interviews with N4C's media networks to further amplify their message⁷.



naturebase platform



South-South knowledge and technology exchange (DUAPA project in Uganda)



DUAPA @ Africa Climate Week



Youth4Nature (COP28 Nature Positive Delegation)



Instituto Zag (COP28 Nature Positive Delegation)



Global Alliance for Territorial Communities (COP28 Nature Positive Delegation)



Youth Bridge Foundation (COP28 Nature Positive Delegation)



COP28 Nature Positive Delegation



Carbon Tanzania (COP28 Nature Positive Delegation)

TESTIMONIALS

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In addition to my significant role in the opening of COP28, being part of the nature positive delegation offered me numerous enriching experiences. I worked alongside global leaders on environmental preservation initiatives and took part in high-level meetings, such as the G20 Global Land summit, where I shared my Indigenous perspective on climate issues. My participation in panels and interviews for national and international media helped raise awareness of the importance of my voice as an Indigenous leader and the preservation of forests and biodiversity.”

Isabel Prestes Da Fonseca, Instituto Zag

“

We are glad for the partnership and funding from N4C. For us at YBF, it has been more than a funder-fundee relationship. We have together inspired community youth to be climate champions and be interested in local governance. Bowkrom youth are now able to support the nature positive agenda through their sustained interest in the DUAPA Reforestation Project.”

Joyce Nyame, Youth Bridge Foundation

“

As 2030 gets closer, we must speed up and increase our effort to bend down the GHG emission trajectory to avoid missing the Paris Agreement goals. Naturebase has come in a timely way to translate NCS pathways concepts into practice. In Mexico, as practitioners, we have used naturebase to communicate internally with other teams the potential climate benefit of other conservation strategies across iconic places and set climate targets to contribute toward TNC 2030 goals. Naturebase has also facilitated the estimation of mitigation targets in developing proposals with a standardized approach based on science.”

Yves C. Paiz, The Nature Conservancy

Promote integrity

4.0



Goal: Build trust in nature as a solution to climate change by developing and disseminating articles and reports that underscore the role of high-integrity NbS and nature tech in delivering high-quality carbon credits while supporting adaptation. N4C aims to shape a narrative that emphasises opportunities and progress while remaining sensitive to knowledge gaps and criticisms

KEY ACTIVITIES

In 2023, N4C played a pivotal role in shaping the discourse on high-integrity NbS carbon markets through four key actions. Firstly, it developed [messaging](#)⁸ that was widely adopted within the pro-NbS community⁹, notably emphasising the need for greater scrutiny of corporate laggards over leaders. Secondly, it enhanced coordination both internally, via the trust building working group, and externally with other pro-nature climate solutions (NCS) initiatives, including supporting the launch of an industry-wide coordination effort with the High Tide Foundation. Thirdly, it engaged in unbranded communications and thought leadership. Throughout 2023, a speakers' bureau comprising over 20 experts contributed to more than 30 op-eds and articles, with a focus on amplifying voices from the Global South. Lastly, it continued to champion the development of the nature tech category, facilitating the widespread implementation of NbS.

Coordinating the trust-building working group and campaigns

N4C spearheaded coordination efforts facilitating the exchange of intelligence and updates, fostering synergy among related initiatives and providing a platform for collaborative work. It conducted a comprehensive landscape mapping exercise of NCS/VCM (voluntary carbon market) communications initiative, unveiling key findings at an event for VCM stakeholders during NYCW. Additionally, it created a communication agency working group with Browning, Greenhouse, FTI, Blakeney, Brunswick, APCO. Furthermore, N4C co-ordinated a pre-COP28 meeting, engaging a group of influencers to amplify industry news coverage.

Developing thought-leadership focused on high-integrity NbS

N4C led a program of thought-leadership, including op-eds and blogs that were promoted through social media,

newsletter and N4C members. This work involved meticulous research, extensive outreach efforts, drafting and editing, and targeted pitching. The thought leadership revolved around specific issues and aligning with the messaging priorities, amplifying IPLC and Global South voices.

Category building for emerging nature tech

N4C continued to 'category build' for nature tech as a way to build trust and channel finance into NbS. This includes community building, organising events, publishing reports, delivering presentations and boosting social media presence.

KEY OUTCOMES

Built private sector advocates of NCS

N4C launched the "VCM Allies" campaign recruiting 20 influencers to support industry news.

It developed and maintained a speakers' bureau of 30 experts who are readily accessible to address media inquiries on specialised topics. N4C published the white paper "[Nature as a critical climate solution: Busting the myths around nature-based solutions](#)" to help educate the media and private sector (most downloaded report on the N4C website).

Created nature tech community

N4C engaged more than 500 actors in support of accelerating the deployment of nature tech. This includes hosting oversubscribed events such as the [Nature Tech Showcase event](#) at LCAW, [Nature Tech in Action event](#) at NYCW, and networking reception events at COP28, attracting a crowd of entrepreneurs, investors and climate professionals. Additionally, N4C released a [State of Nature Tech Report: Building Confidence in a Growing Market](#) (the most visited page on N4C website) launched at [Bloom 2023](#), receiving good media coverage across significant industry media platforms, including [Business Green](#), [SG Voice](#) and [Better Worlds](#).

Supported a positive narrative for nature in carbon markets in media

The trust building working group facilitated the creation and placement of 35 articles, featuring op-eds in reputable publications like [Newsweek](#), [Fortune](#), [TIME](#), [Reuters](#), [Politico](#), and [MarketWatch](#). N4C tracked 190 articles about REDD+ and VCMs stories; and supported the launch of the Ecosystem Marketplace's '[All in on Climate](#)' report, thanks to an influencer strategy and amplification by group members. N4C also provided media briefing materials, including REDD+ glossary and Blue Carbon LLC FAQ, to enhance understanding and engagement.

TESTIMONIALS

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The collective trust building work that is led by Nature4Climate and supported by many of its member organisations, including WBCSD, plays an important role in building confidence for private sector investment in nature through the voluntary carbon market. This type of solutions-oriented approach is much needed if we are to scale up investments into natural climate solutions at the speed required.”

Giulia Carbone, Director, NCS Alliance, WBCSD

“

Nature4Climate has played a central role in defining and incubating the nature tech community – which is a critical component for the private sector to better understand their impacts and dependencies on nature and to build confidence in nature-positive investment activity.”

Mark Gough, CEO, Capitals Coalition



'Nature Tech in Action' event at the Nature Positive Hub (New York Climate Week)

Accelerate nature positive finance

5.0



Goal: Encourage nature-positive investment by securing commitments from major financial institutions to transition to deforestation-free investments by 2025, and by encouraging the scaling of private investment into nature, targeting a minimum of \$400 billion by 2030.

KEY ACTIVITIES

N4C prioritises activities aimed at redirecting financial practices away from those detrimental to nature, particularly those contributing to deforestation, and towards sustainable supply chains and NbS. N4C's approach revolves around fostering partnerships, collaborations and influential alliances to significantly improve the connection between financial activities and their impact on nature. Moreover, N4C is committed to providing resources to the finance sector on key NbS topics through media, events and guidance.

Coordinating international action on nature positive finance

N4C supports the [Finance & Deforestation Advisory Group](#) who are global experts in deforestation, nature-loss and sustainable finance to coordinate action on redirecting finance from nature-negative to nature positive activities and provide expertise and guidance to financial institutions. Other members include the Principles for Responsible Investment, the Tropical Forest Alliance (at the World Economic Forum), Global Optimism, Global Canopy, Conservation International, Make My Money Matter and the Race to Zero.

Supporting the deforestation action tracker

N4C funds and supports the [Deforestation Free Action Tracker](#), managed by Global Canopy, to deliver a robust analysis of financial institutions' action on deforestation, and hold the sector accountable.

Organising events to showcase solutions

N4C hosted its own events for the finance sector in London and New York to engage institutional and other investors, and have co-hosted several other events at NYCW and COP28. These oversubscribed convenings have showcased best-in-practice case studies, facilitated useful networking, and helped to engage and educate the sector in NbS-related topics.

KEY OUTCOMES

Included deforestation risks into the investor agenda

Seven major investor groups – Asia Investor Group on Climate Change, CDP, Ceres, Investor Group on Climate Change, Institutional Investors Group on Climate Change, Principles for Responsible Investment and United Nations Environment Programme Finance Initiative – are collaborating on developing investor guidance for tackling climate change. In 2023, as part of the Finance and Deforestation Advisory Group, N4C succeeded in [integrating ending deforestation into this guidance](#) – a crucial step towards deforestation action becoming a priority for all financial institutions.

Enhanced industry media coverage

N4C researched, wrote, pitched and published numerous comment pieces with industry thought leaders across mainstream and financial media, published case studies showcasing best practice, and created narratives for leading NGOs and financial institutions to guide external comms¹⁰.

Held finance accountable

All financial institutions with significant climate commitments assessed on deforestation, conversion and associated human rights abuses through the Deforestation Action Tracker. Results were widely reported in financial media.

Extended the nature positive finance community

More than 1,000 leaders in the finance sector were engaged through events in London, New York and COP28. This helped identify over a hundred key influencers in the industry, engaged in nature positive finance. Our end of year [2024 Trends in Nature Positive Investments Survey](#) had over 120 respondents that identified our vital role in showcasing positive case studies within the industry through events and reports.



Carlos Manuel Rodriguez, Global Environment Facility, at the Nature Positive Hub (New York Climate Week)



Finance event (London Action Climate Week)

TESTIMONIALS

“

With N4C's vital support, our 2023 Deforestation Action Tracker shined a spotlight on more than 700 financial institutions showing that deforestation, conversion and associated human rights abuses are still a major blind spot for the finance sector.”

Niki Mardas, Executive Director, Global Canopy

“

Mizuho is exploring the subject of NbS investments. We found the events and information provided by N4C incredibly useful. Meeting those working in the space through these events, whilst learning from the experience of others, is helping us grow our knowledge and engagement on the subject. Thank you N4C.”

Yu Takaki, Mizuho International PLC

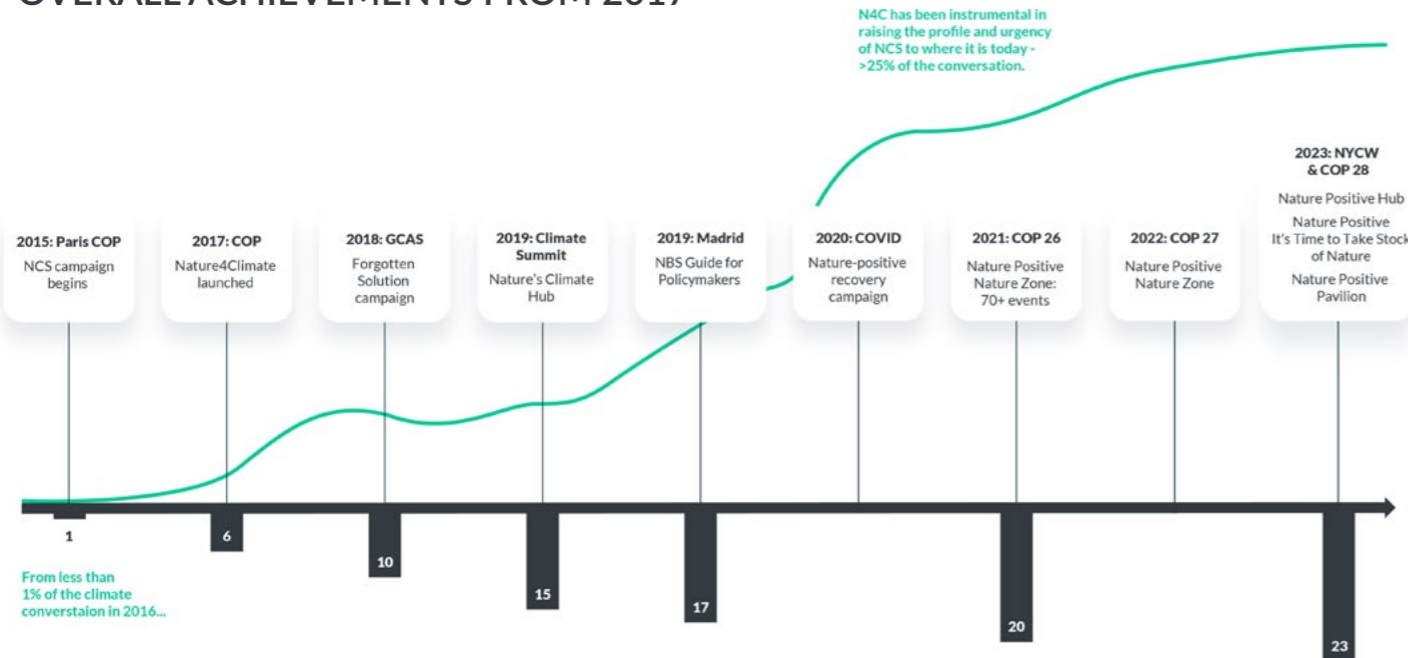
“

N4C has developed a well-earned reputation for championing and showcasing nature-based solutions. We are pleased to have contributed to some spirited discussions and have made strong connections at their networking events. N4C is playing a pivotal role in moving the dial on nature positive investments.”

Martin Berg, Chief Executive Officer, Climate Asset Management

Summary impacts

OVERALL ACHIEVEMENTS FROM 2017



KEY 2023 MOMENTS



N4C is a multi-stakeholder coalition of 23 international members committed to accelerating investment and action to ensure that NbS can fulfil their potential for tackling climate change, and for the benefit of people and biodiversity. This is achieved through communication and advocacy campaigns, and movement building strategies. The mission is to ensure that nature provides around a third of the climate solution needed by 2030, i.e.. about 10 gigatonnes of CO2 equivalent a year.

MAINSTREAM NATURE POSITIVE

- Significantly broadened the nature-positive community by not only expanding the coalition of non-state actors but also by forging partnerships with 50+ additional external actors across finance, corporate, government, and media sectors
- The Nature Positive campaign won the 2023 'Purpose Award' for best collaborative environmental cause campaign.
- Together with other key players, N4C joined the Nature Positive Initiative

SUPPORT THE DECADE OF DELIVERY

- Collaborated with ~19 diverse IPLC groups, youth and the regional networks in the Global South.
- Launched naturebase the first interactive platform to bring together science-based data on nature's pathways showing where, why and how to implement high-integrity nature-based projects.
- Supported community led MRV in five Africa countries to enable better monitoring, reporting and verification of indigenous led projects.

INFLUENCE POLICY

- Ministers from Colombia, Germany, Grenada, Peru, and Chile signed an open letter to the COP28 Presidency, highlighting nature and biodiversity as crucial solutions to the global climate emergency.
- With the NbS Commitment Tracker tool, tracked the delivery of 127 joint NbS action commitments from 2019.
- With the NbS Policy Tracker tool, N4C tracked 1,180 NbS policies from 188 countries that enable NbS including the underlying budgets, subsidies, and legislations that enable the creation of NbS throughout the global policy landscape.

PROMOTE INTEGRITY

- Launched the "VCM Allies" and placed media through over 35 articles, to help educate the media and private sector about high integrity nature based carbon credits.
- Built a nature tech community and published category-building [State of Nature Tech report](#).
- Published "[Nature as a critical climate solution: Busting the myths around nature-based solutions](#)" to bust the most-frequently cited myths around NbS and natural climate solutions.

ACCELERATE NATURE POSITIVE FINANCE

- Engaged seven major investment groups to provide guidance and support for nature positive.
- Built a community of over 1,000 finance professionals interested in supporting movement of capital into nature positive.
- Tracked delivery of commitments from institutions signed up to deforestation free investment portfolios.

Affiliated Organisation: U.S. Nature4Climate



As a regional N4C entity, [U.S. Nature4Climate \(USN4C\)](#) is a coalition of twenty-eight United States-based conservation, environmental, and sustainable organizations dedicated to ensuring our forests, farms, ranches, grasslands and coastal wetlands are an important part of the overall strategy to combat climate change in the United States.

GOAL

Educate decision-makers about the numerous economic, health, and environmental benefits provided by NCS, while showcasing the pioneering endeavors already underway to harness America's natural and working lands in combatting climate change. USN4C is dedicated to developing tools for NCS across various sectors, including NCS guides and toolboxes, to fulfill its objectives.

KEY ACTIVITIES & OUTCOMES

Leading the 'Building Ambition Through Action' campaign

USN4C spotlights innovative and successful efforts to implement NCS throughout the United States. For instance, by promoting the [Lightning Point Shoreline Restoration Project led by The Nature Conservancy and other partners](#), USN4C highlights how salt marsh restoration is helping to sequester carbon, while also making coastal communities more resilient to extreme weather and rising seas.

Developing a hub of NCS information for decision-makers

The '[Decision-Makers Guide to Natural Climate Solutions Science](#)' serves as a hub of information to help decision-makers in the public policy, corporate, and non-profit sectors better understand the science supporting a broad array of NCS strategies, and apply that science to planning, policy making and corporate practices. The [Science for Decision-Makers](#) page highlights the key research on NCS, complemented by blog articles, case studies, videos and infographics that summarize the research and explain the impact it can have on real-world situations. The [Natural Climate Solutions Toolbox](#) provides links to a wide array of tools developed by USN4C coalition members and other organizations that can help guide the effective implementation of these strategies. The [Discussion & Debate](#) page provides a forum for experts to discuss NCS issues where there is evolving science, research gaps, and differing views.

Demonstrating strong support for NCS

USN4C conducted polling that revealed strong, bipartisan support among U.S. voters for expanded implementation of NCS. Overall, an overwhelming 92% majority of voters supported expansion of NCS, with only 8% opposed. Support was also strong across party: 95% of Democrats, 95% of independents, and 86% of Republicans support expanding NCS implementation. This strong support, coupled with effective research-based messaging, suggests that NCS can serve as an important opportunity for bipartisan collaboration and compromise on climate action.

SUPPORT FOR NATURAL CLIMATE SOLUTIONS IN THE U.S.

DEMOCRATS



5% Don't Support

INDEPENDENTS



5% Don't Support

REPUBLICANS



14% Don't Support

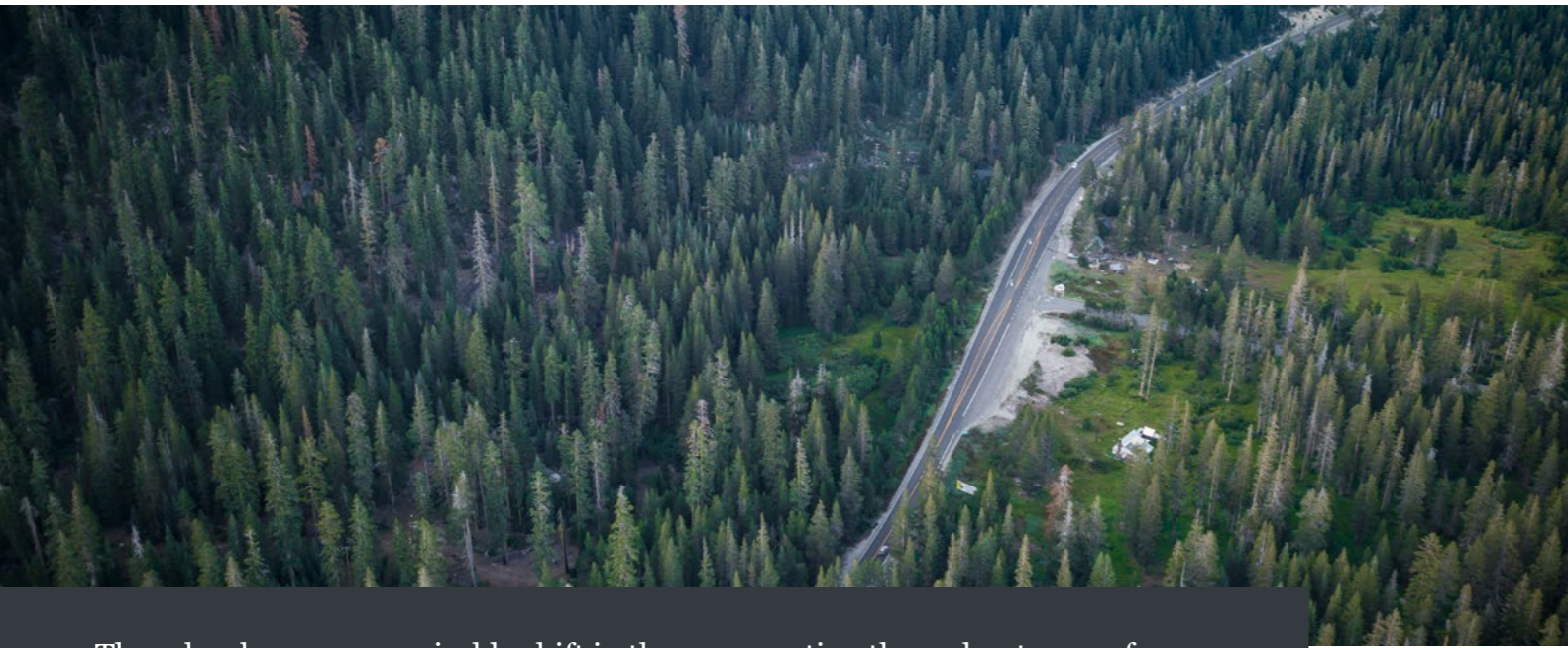
RURAL COMMUNITIES



11% Don't Support

Source: U.S. Nature4Climate survey of U.S. voters conducted in 2023.

Looking forward



There has been a recognisable shift in the conversation throughout 2023, from ‘why’ use nature as a climate solution to ‘how’ does implementation of NbS need to happen.

The N4C coalition is growing in number as the nature-positive campaign builds momentum, but without the continued coordinated effort of campaigning and advocating, nature-related issues could slip down the agenda.

The challenge of moving capital and policies in line with net zero and nature positive requires systemic change at unprecedented levels. Our challenge over the next year, and out until 2030, is to build momentum, by showcasing the increasing number of on-the-ground examples, and supporting the public and private sector through this transition.

At COP30 in Brazil, nature is likely to be high on the agenda – given that it is taking place on the edge of the Amazon. To deliver on the promise of a COP anchored in nature, countries and companies will need to translate the ambition of ‘nature positive’ into real-world implementation.

To make that happen, N4C must accelerate its current activities in three areas:

1. Turn international commitments on nature into impactful policy

We need more shining examples of policies to deliver the Paris Agreement on climate change and Montreal agreement on biodiversity. Our policy tracker shows a massive gap between commitments and policy. To enable momentum in policy by 2025, we aim to support a dozen key countries to develop policies; but to do that, we need regional

coordinators, and committed expenditure on staffing through our coalition members.

2. Enable movement of finance away from nature negative into nature-positive initiatives

We need financial actors to support international commitments, and that will only happen with robust examples of how financial institutions are moving finance away from deforestation-related activities into nature-positive investments. To achieve that, support is needed for the sector to become deforestation-free, while supporting the sector with what needs to happen to ensure high-quality NbS investments. This includes building confidence in carbon markets as a way to channel finance to nature, and also category building and community building for nature tech as a way of building further confidence in nature-related investments.

3. Storytelling and showcasing the benefits of nature-based solutions

Civil society, policymakers and the private sector need to understand the real benefits of NbS, to galvanise their support. To enable this, we need to research the livelihood benefits of NbS whilst showcasing high-integrity solutions being delivered by communities globally, through video and across major international events. Bringing together this important data, while showcasing NbS through film and digital channels (and at international events) will be critical to maintaining momentum in the build up to COP30.



Nature Positive Hub (New York Climate Week)



Panama: The Return of an Ancestral Forest



Technology to monitor the growth of native plants with social, cultural and economic values (Duapa project in Kenya)



N4C coordination of interviews at COP28



Nature Positive Pavilion (COP28)



COP28 Nature Positive Delegation

With thanks



The N4C secretariat extends heartfelt gratitude to our extended team, coalition members, strategic partners and generous funders. Their unwavering support and collaboration have been instrumental in driving forward our mission. Without their dedication and contributions, none of our achievements would have been possible. The N4C secretariat looks forward to continuing our collective efforts in advancing the nature-positive agenda alongside net zero.

N4C SECRETARIAT TEAM

- **Lucy Almond**, N4C Chair
- **James Lloyd**, N4C Director
- **Patricia Da Matta**, N4C Communications Lead
- **Emmylie Borg**, N4C Strategic Partnerships Lead
- **Nimshani Khawe**, N4C Project Coordinator
- **Mariana Ceccon**, N4C Communications Coordinator
- **Lea Blancet**, N4C Contracts Coordinator

N4C STEERING COMMITTEE MEMBERS

- **John Verdick**, Director of International Climate Policy at The Nature Conservancy
- **Stephanie Kimball**, Senior Director of Climate Strategy at Conservation International

- **Eva Gurría**, Policy Specialist (Nature, Climate and Energy) at United Nations Development Programme
- **Giulia Carbone**, Director of Natural Climate Solutions Alliance at the World Business Council for Sustainable Development
- **Rhiannon Niven**, Senior Policy Manager – Climate and Energy at BirdLife International
- **Luz Gil**, Ocean and Climate Advisor at Global Mangrove Alliance
- **Sandeep Sengupta**, Global Policy Lead for Climate Change at the International Union for Conservation of Nature
- **Raysa França**, Global Engagement Director at Youth4Nature

COALITION MEMBERS

Birdlife International, Conservation International, Environmental Defense Fund, Food and Land Use Coalition, Global Mangrove Alliance, International Fund for Animal Welfare, International Union for Conservation of Nature, RE:wild, The Clean Cooking Alliance, The Convention on Biological Diversity, The Nature Conservancy, Tree Aid, United Nations Development Programme, United Nations Environment Programme, UN-REDD Programme (United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries), We Mean Business, Wildlife Conservation Society, Woodwell Climate Research Center, World Business Council for Sustainable Development, World Resources Institute, WWF (World Wildlife Fund), Youth4Nature.

AFFILIATED ORGANISATIONS

US Nature4Climate

SPONSORS (EVENTS & REPORTS)

Astarte Capital Partners, BTG-Pactual TIG, Clarmondial, Craigmore Sustainables, Cultivo, Environmental Resources Management Europe Ltd, KPMG, Landlife, MRV Collective (Nature Tech Collective), NatureMetrics, One Small Planet, Serena, Space Intelligence, SustainCert, Terraformation.

STRATEGIC PARTNERS

Bloomberg Philanthropies, Business for Nature, Capitals Coalition, Carbon Tanzania, Ceres, COP28 Presidency, Department of State | United States of America, DUAPA partners (Big Ship, Kenyan Environmental Action Network, Liberian Youth for Climate Action, Nature and People as One, Nigerian Conservation Foundation, Regenshope Initiative, Youth Bridge Foundation), Emergent, Everland, Finance and Deforestation Advisory Group, Forest and Climate Leaders Partnership, Global Alliance of Territorial Communities, Global Canopy, Global Commons Alliance, Global EverGreening Alliance, High Level Climate Champions, High Tide Foundation, Instituto Zág, La Dynamique Des Groupes Des Peuples, LEAF Coalition, Mauberema Ecotourism, National Audubon Society, National Wildlife Federation, Natural Climate Solutions Alliance, Nature Conservation, Education, Research & Training Center, Nature Positive Initiative, Nia Tero, Pew, Peoples Forest Partnership, Rainforest Foundation US, Smithsonian, The Integrity Council for Voluntary Carbon Markets, The Voluntary Carbon Markets Integrity Initiative, The Taskforce on Nature-related Financial Disclosures, Trillion Trees, We Mean Business, Tropical Forest Alliance at the World Economic Forum, Yayasan Planet Indonesia.

The N4C secretariat would like to give a special thanks to the Ballmer Group and the Climate and Land Use Alliance for their ongoing support, and the Bezos Earth Foundation for their considerable support for naturebase. We would also like to thank The Nature Conservancy for continuing to provide the backbone of support to N4C.

If your organisation is interested in learning more about getting involved with N4C, please reach out to the following focal points:

- For sponsorship and fundraising inquiries, please contact Tom Beckett, tom.beckett@nature4climate.org
- For partnership opportunities, please get in touch with Emmylie Borg, emmylie.borg@tnc.org
- To explore N4C Coalition membership, please reach out to Nimshani Khawe, nimshani.khawe@tnc.org

These individuals will provide you with more information and guide you through the process of involvement with N4C.



References

- 1 The [nature positive goal](#) is defined as 'Halt and Reverse Nature Loss by 2030 on a 2020 baseline, and achieve full recovery by 2050' (Nature Positive Initiative, 2023).
- 2 Notable participants included Razan Al Mubarak, the UN High Level Climate Champion; Marco Lambertini from the Nature Positive Initiative; Juan Carlos Jintiaoh representing the Global Alliance of Territorial Communities; Katharine Hayhoe, Chief Scientist for The Nature Conservancy; and Tom Crowther, co-chair of the advisory board for the United Nations Decade on Ecosystem Restoration.
- 3 Full messaging framework [here](#).
- 4 N4C urged the GST-CO to endorse the ambitious role of NbS and suggested "[10 Critical No-Regrets Actions to Accelerate NbS](#)" efforts (see brief [here](#)) and advocated for the global integration of 'No Regrets' [Standard Data Provenance Protocols](#)' (see brief [here](#)) to improve how we gather and exchange NbS data for monitoring, reporting, and verification purposes. Just prior to COP28, N4C prepared a comprehensive [advocacy briefing](#) including vital NbS recommendations to help answer the GST-CO [guiding questions](#). As a highlight result, high level entities such as the UNFCCC COP28 Presidency, CBD COP15 Presidency, and countries endorsed the [Joint Statement on People and Nature](#) at COP28, which included direct references to N4C's asks on data provenance and data-interoperability.
- 5 [The Guardian](#) captured the event's outcomes with riveting coverage, igniting widespread interest and amplifying its impact on a global scale.
- 6 Big Ship, Nature and People as One, Kenya Environmental Action Network from Kenya; Liberian Youth for Climate Action in Liberia, Youth Bridge Foundation from Ghana; Regenshope Initiative from Uganda; and Nigerian Conservation Foundation from Nigeria.
- 7 Major news outlets like [Estadão](#) and [Bloomberg Asharq News](#) captured and shared unique NbS stories; N4C facilitated speaking engagements like the Nature Talk event and event space for Youth4Nature's "[Nature-based Solutions: Stocktake since launch of first-ever global youth position](#)" event, emphasised the pivotal role of youth in advancing NbS efforts. More insights of the project can be found [here](#).
- 8 Messaging with issue-specific messaging for jurisdictional REDD+ and high forest, low deforestation (HFLD).
- 9 N4C led bilateral socialised messaging with 10 stakeholders: International Emissions Trading Association (IETA), Science Based Targets initiative, The Integrity Council for Voluntary Carbon Markets, The Voluntary Carbon Markets Integrity Initiative (VCMI), High Tide Foundation, Everland, Respira VCM campaign, The Forest and Climate Leaders' Partnership, COP28 Presidency; and hosted message training sessions with the Natural Climate Solutions Alliance (NCSA), the Emergent Roundtable and the Everland Project Developers group.
- 10 For example, this [post](#) about our comment piece with Schroders was Global Canopy's 2nd highest social post of 2023 in terms of both impressions (over 9,000).

Learn more

www.nature4climate.org

<https://www.youtube.com/@nature4climate>

<https://www.linkedin.com/company/nature4climate/>

<https://twitter.com/nature4Climate>

