

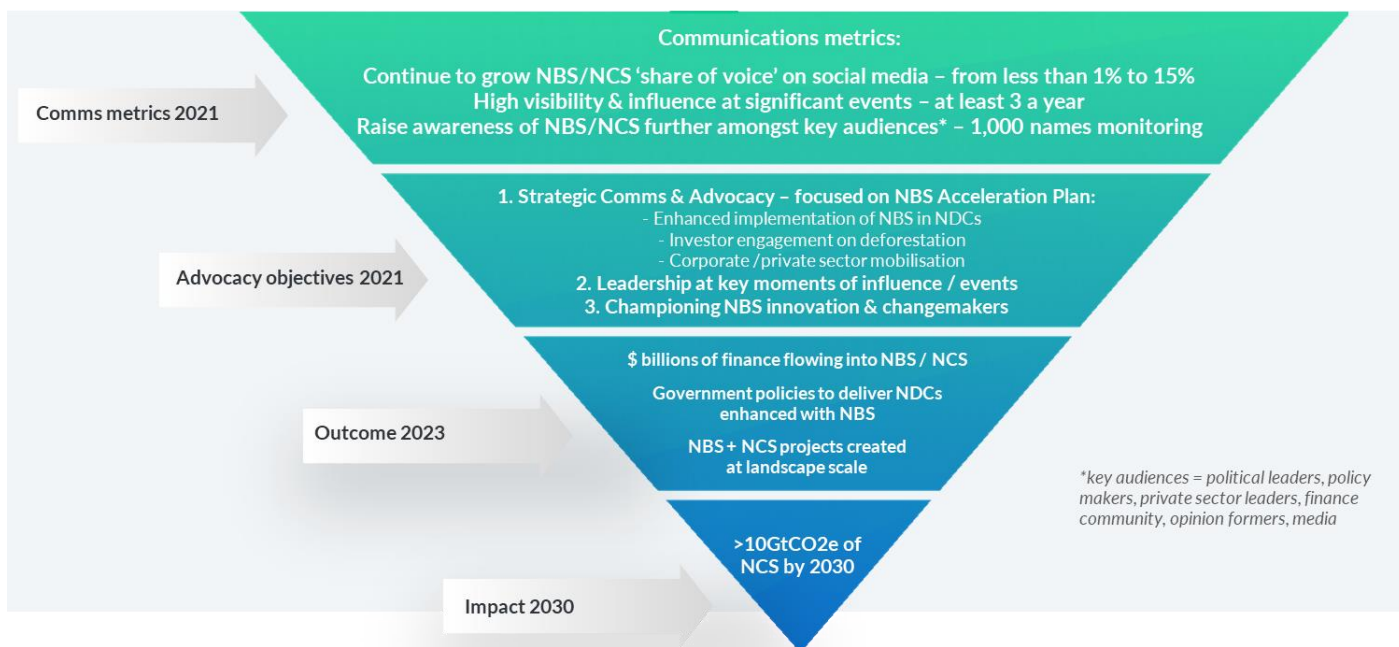
### CONTEXT

Nature4Climate (N4C) has been fully operational for four years, officially launching at COP23 in Bonn in December 2017. Since then, it has grown from 5 original members to the current 19 with a similar size secretariat, and is moving through its planned phases of *awareness raising, engagement and action* to scale up investment and action in nature-based solutions (NBS). This year culminated with the major milestone event of COP26 in Glasgow where the 'Nature Positive' campaign – with more than 60 organisations participating in total – helped to mainstream nature as a climate solution and contributed towards what has been judged as the first 'Nature COP'. This document lays out performance highlights from the last 12 months, including a detailed section on COP26.

### OBJECTIVES AND WORKSTREAMS

N4C is an initiative of the United Nations Development Programme (UNDP), UN-REDD, UNEP, the Convention on Biological Diversity (CBD), the International Union for Conservation of Nature (IUCN), Birdlife International, Conservation International (CI), the Environmental Defense Fund (EDF), Global Mangrove Alliance, The Nature Conservancy (TNC), RE:wild, Wildlife Conservation Society (WCS), Woodwell Research Center, World Business Council for Sustainable Development (WBCSD), World Resources Institute (WRI), WWF, We Mean Business, the Food and Land Use Coalition (FOLU) and Youth4Nature. The secretariat is housed in TNC. Each member organisation is represented on the steering group, and there are strategic partnerships with other coalition networks such as the Global Commons Alliance, Planetary Emergency Partnership, Global Evergreening Alliance and the High-Level Champions. There is also a [US-focused Nature4Climate](#) initiative, housed in TNC, with a broad range of members and a similar operating model.

## N4C OBJECTIVE AND OUTCOMES PYRAMID



Our five priority 'breakthrough' workstreams (linked to five [critical transformations](#)) are as follows – with integrated strategic communications and monitoring underpinning all of the workstreams:

- **Mainstreaming 'Nature-Positive' (campaigning):** overarching campaign to build narrative around inclusion of nature-positive, net-zero decision making for governments, companies and civil society.

- **Influencing policy (NBS in NDCs):** strategic communications and advocacy to raise global climate ambition at key geopolitical moments by enhancing the quality and quantity of NBS implementation, through NBS in NDCs and other policy mechanisms.
- **Supporting delivery (decade of delivery):** emerging workstream focused on supporting on-the-ground lighthouse projects through capacity building (particularly with youth groups) and storytelling around NBS projects on-the-ground.
- **Promoting NBS integrity (trust building):** co-ordinated intelligence sharing and unbranded communications focused on NCS science and on-the-ground case studies, including carbon markets and adaptation, and development of 'nature tech' movement.
- **Accelerating nature-positive finance (deforestation-free):** engagement on commodity-driven deforestation with financial institutions by providing common timeframes, roadmaps and guidance, supported by communications.

### **Nature-positive campaign**

As COVID-19 took hold in 2020, Nature4Climate developed an emerging narrative about the need for a [nature-positive recovery](#), working closely with like-minded groups to ensure that public funding decisions being made as part of the post-COVID recovery packages were both nature-positive and climate-friendly. In 2021, this became our umbrella campaign narrative that culminated at COP26.

Highlights include:

1. **Nature-positive campaign in Europe** that targeted EU decision makers who are responsible for the region's National Recovery and Resilience Plans (NRRPs). This was a joint project – with partners including Vivid Economics and the Club of Rome – to influence stimulus packages in a way that benefits nature while creating jobs and contributing to a just economic recovery. The '[Fund Nature, Fund the Future](#)' report was shared with a targeted list of decision-makers in the EU and the project was used to inform [advocacy workshops](#).
2. **COP26 in Glasgow** served as the pivotal moment in the year where all of the N4C workstreams came together to contribute towards what has been called a '[Nature COP](#)' and putting nature at the heart of the climate conversation. Outcomes from COP26 that signal the start of a systemic shift on the forests, food and land use transition included the following:
  - Glasgow Leaders Declaration on Forests and Land Use signed by 141 countries that covers >90% of global forest cover, with 3.5 gigatonnes per year of mitigation potential.
  - \$20 billion of public and private investments in the forests, food and land use sectors.
  - \$1.7 billion to advance forest tenure rights for Indigenous Peoples.
  - >30 leading financial institutions (with >US\$ 8.7 trillion in assets under management) committed to tackle deforestation in their investment portfolios.
  - Strong language on nature in the negotiating text and annual 'ratchet mechanism' in the Glasgow Climate Pact.
  - Paris Rulebook finalized including Article 6 on carbon markets.

N4C expanded its partnership base for COP26 working closely with a broader range of stakeholders including the COP Presidency and other UK government departments DEFRA and BEIS, the High-Level Climate Champions, the Marrakesh Partnership, the Global Commons Alliance, the Tropical Forest Alliance (TFA), and many other civil society groups and private sector companies. The outcomes from a broad range of co-ordinated communications and advocacy initiatives include:

- **30+ financial institutions** with more than USD \$8.7 trillion in assets under management committed to eliminating agricultural commodity-driven deforestation risks in their investment

and lending portfolios. (Initiative was led by CI, with N4C as a key partner alongside Global Canopy, PRI, TFA and High-Level Champions.)

- **Nature's role in climate action** was regularly referenced by COP26 President Alok Sharma and in other world leaders' speeches, interviews, announcements and the final decision text.
- **Nature Zone pavilion** (under the [Nature Positive creative](#) campaign) hosted more than 70 events from 60+ partners, attended by high-level delegates such as President Duque of Colombia, Mark Carney, and Greta Thunberg, receiving mainstream [media coverage](#), serving as a hub for nature-related activity inside the Blue Zone, and attracting a virtual audience of more than 10,000 people worldwide.
- **Media campaign** underpinned by co-ordinated messaging, newsgrid of announcements, and media outreach on behalf of all Nature Zone partners that resulted in 10% of all COP media coverage focusing on nature, with more than 5,000 pieces from the top 300 national, broadcast and trade media outlets during the conference mentioning 'nature' in COP articles. This increases to over 66,000 mentions of COP26 nature when looking at all media coverage, blog and press pages globally.
- **Nature's Newsroom** hosted a number of press briefings and was home to the first-ever nature-dedicated newsroom that covered 120+ interviews (including Jane Goodall, Mary Robinson, and Paul Polman) that were disseminated to media channels worldwide by the Eurovision network.
- **Nature-positive digital media campaign**, included a [COP26 Daily Brief](#) that summarised key nature-related news and events with 24,000 opens over the two weeks; the #NaturePositive hashtag was mentioned more than 9,000 times on Twitter, and 8% of all social media mentions of COP focusing on nature.

The [full report from COP26 can be found here](#)

### **Influencing policy, including NBS in NDCs**

After COP26, governments are being asked to enhance their nationally-determined contributions (NDCs) on an annual basis – with NBS providing an opportunity to increase ambition in most countries. Based on a number of criteria, N4C members have created a list of priority countries to increase ambition and a [mapper tool](#) for all countries to see the potential biological carbon that could inform their NDC ambition. This Action Mapper is being redeveloped and enhanced in 2022 to provide further guidance to both governments and the private sector on how to enhance NBS implementation. N4C will focus on key countries where NBS can support enhanced implementation of NDCs, while encouraging countries who have already revised their NDCs to look at implementation in line with biodiversity targets covering protection of intact forests and irreplaceable ecosystems.

Highlights from 2021 include:

- N4C worked to [influence](#) the G7 Summit, and for the first time, the G7 issued a [2030 Nature Compact](#) putting [nature alongside climate change](#) at the heart of their agenda.
- Communications support to all ['NBS in NDCs' resources](#) created by N4C members such as the Natural Climate Solutions handbook from TNC and WWF's analysis.
- New [natural climate solutions science tool](#) was launched for Canada.
- [NBS Policy Tracker](#) was launched at COP26, the first of its kind that uses AI and machine learning to identify legislation and investment plans for NBS to assess their effectiveness. The tool is designed to serve as the world's largest global database of public policies to support nature, helping governments and investors increase ambition in climate and nature action.
- New alliance report on how [ocean-based NBS](#) can enhance NDCs.

### **Supporting delivery (decade of delivery)**

N4C will continue to work with the COP26 Presidency and Climate Champions to highlight and promote the work of key NBS actors to inspire and accelerate implementation on the ground. We will be producing new tools, guidance and technology that can help communities, funders and local governments to scale up and improve the quality of NBS, and help deliver the wider benefits that high-quality projects bring. N4C is also

supporting the roll-out of the IUCN NBS standard, and will build the global index of NBS case studies and contacts.

Highlights from 2021 include:

- Development of an [NBS Global Case Study map](#) with 150 case studies gathered over the course of the year by volunteers and experts from the NBS community. This was shared with journalists at COP26 and will be continually developed throughout 2022 to be used as a basis of proactively communicating with media and other target audience groups.
- In February, N4C held a workshop with Kenyan NBS leaders to facilitate a dialogue on how local action in Kenya can drive national and global ambition. This dialogue, rooted in inspiring youth-led programmes, is a good example of how NBS storytelling can be used as an 'ambition loop' to accelerate NBS implementation. We are fundraising for 2022 around a [pilot project which invests in young leaders](#) and can also serve to increase NBS ambition in Kenya and Africa more widely ahead of COP27 in Egypt.

### **Promoting integrity in NBS (trust building)**

In 2021, N4C implemented a 'trust-building' workstream focused on countering the negative narrative around nature-based solutions, natural climate solutions and carbon markets specifically. We also developed an emerging concept and narrative around the concept of 'nature tech' – technology and innovation to enable and scale up high-integrity nature-based solutions.

Highlights include:

- Research exercise carried out with the NBS community, followed by co-ordinated intelligence sharing, **unbranded communications** and media placements across N4C members and other collective efforts focused on NCS such as the World Economic Forum, the NCS Alliance, We Mean Business, SBTi and the LEAF coalition. Examples include [joint statements on key topics](#) and an [op-ed](#) by head of We Mean Business.
- Establishment of a '**nature tech**' workstream that included the development of an overarching [narrative](#) for why and how technology and innovation can help enable high-integrity NBS, content partnerships with tech-focused thought leadership platforms such as the 2021 [CogX Festival](#), engagement with a broad range of tech start-ups and major tech companies (including Amazon and Planet.com) and the incubation and spin off of the '[Nature Tech Nexus](#)' – a start-up to increase the flow of financial capital towards 'nature tech' companies that can accelerate NBS.

### **Accelerating nature-positive finance (deforestation / supply chains)**

In 2021, the workstream on deforestation-free finance, is guided by the Finance and Deforestation Advisory Group that N4C hosts, drove real impact in its first year. The advisory group includes: Conservation International, High Level Champions for Climate Action, N4C, Global Canopy, and Tropical Forest Alliance. In 2022, we are fundraising to ensure that we can further increase impact with new guidance and capacity to engage directly with financial institutions while supporting existing signatures to follow the roadmap. A key priority is an Establishing Accountability Framework for tracking progress against commitment made at COP26.

Highlights include:

- Secured **commitments from 32 financial institutions** with US\$8.7 trillion in assets under management to tackle commodity-driven deforestation in their investment and lending portfolios by 2025. It focuses on high forest-risk agricultural commodities – palm oil, soy, beef and pulp and paper – that are linked to significant deforestation impacts and where there is significant potential to drive rapid change. Financial

institutions that signed the commitment will create organizational plans and milestones in line with the 2025 target, as a vital step in achieving a Paris Agreement-compliant pathway.

- Launched the [Finance Sector Roadmap](#) to eliminate commodity-driven deforestation by 2025. This online guidance tool provides practical guidance for financial institutions on how to address deforestation risk in their portfolios. Starting with an initial understanding of risk in portfolios, through to setting and implementing effective policies, the guidance has been informed by consultation with financial institutions, civil society, and other key stakeholders. It guides users through five phases, broken down into steps and smaller recommended actions, to tackle commodity-driven deforestation in their portfolios.