

Impact Report 2022.





**Nature4Climate (N4C)
is a multi-stakeholder
coalition and a
strategic platform
for communications,
advocacy and campaigns.
Our purpose is to use
strategic communications
and convening to drive
action on and investment
into nature-based
climate solutions.**

Our vision

A just, net-zero and nature-positive world for the people and the planet.

Our mission and purpose

To mitigate 10GT CO₂e per year through natural climate solutions (NCS) by 2030

To limit the Earth's warming to 1.5 degrees Celsius (Global Climate Goal)

To achieve 'nature positive' by 2030 (Global Goal for Nature)

To elevate the role of natural systems, working lands and the ocean to complement existing efforts on energy, industry and transport to lessen the impacts of climate change and build resilience

To enhance people's livelihoods and ecosystems' health

Our goals

To build trust and confidence in nature-based solutions (NbS) in providing benefits for people, climate and biodiversity

To put nature at the heart of the global stocktake (UNFCCC)

To mainstream 'nature positive' and provide guidance for implementation to companies, governments and the finance sector

Our objectives

To make the case for increased investment into a nature-positive future

To showcase the best stories and voices of leadership on high-integrity NbS

To align and coordinate messaging, and act as a focal point for a broad coalition of NbS-related organizations

To convene policy-related civil society groups and equip them with tools to facilitate NbS implementation

To coordinate and advocate for increased NbS ambition with allies

To build and convene an active and diverse global community of champions for NbS and nature positive

To build credibility in N4C with a spirit of generosity

To increase N4C's work visibility and influence by convening joint high-level events

Our audience objectives

Policy-makers: Increase ambition in NDCs, NAPs; better engagement with IPLCs, stakeholder engagement, reputation

Finance sector: Make the case to shift financial flows and investment portfolios towards nature-positive funds, projects and initiatives

IPLCs: Support IPLC claims for land rights, raise the profile of local leadership on stewardship of natural ecosystems, make the case for better adaptation and resilience projects, attract more investment and high integrity projects that value and improve livelihoods

Corporate sector: Inform and advocate for net-zero targets aligned with incentives for high quality, high-integrity NbS projects

Non-state actors / civil society: Building a global community with shared values and objectives to halt and reverse nature loss, aligning with climate and biodiversity goals for 2030

Message from Lucy Almond, N4C Chair



Nature4Climate (N4C) has been fully operational for over five years and has grown from five founding environmental NGOs that launched the coalition at COP23 in Bonn to more than 20 active organisations representing a broad base of society.

Our original mission was to mainstream the role of nature as a climate solution – on which progress has clearly been made, and we are deeply grateful for the work of all our partner organisations and individuals who have demonstrated increasing commitment to this collective effort over and above their day jobs.

Since we started, the nature-based solutions movement has grown considerably – and most sectors of society who are engaging on climate change are more familiar now with both the urgency of the biodiversity crisis and the fact that protecting, restoring and managing nature can provide a third of the solution to stabilize our climate by 2030.

As the movement grows, so does our coalition, and our secretariat function and governance structures have had to evolve, with this year representing a new phase for N4C. We are introducing a more streamlined steering committee that has been elected by the full group of partners, and we are seeking further resources from our partners (both fees and in-kind) to help us rise to the considerable challenges we face.

Earlier this year, the Intergovernmental Panel on Climate Change (IPCC) issued its fourth and final instalment of the sixth assessment report (AR6) – its last publication until 2030. The findings are predictably stark: the way things are currently going, the 1.5°C target is likely to be exceeded in a decade. But there is hope in the report – such as the surge in capacity for renewable energy – and the detailed roadmap it lays out of everything that needs to happen to prevent every tiny fraction of a further degree of warming. Our nature-related mission remains as critical as ever: the report reiterates that three of the top five high-potential mitigation pathways are stopping deforestation, restoring ecosystems and improving how we manage our productive lands.

This year, we hope to maintain our focus on the workstreams we have developed with you in the last couple of years: mainstreaming nature positive; collective advocacy on NbS within the UNFCCC and beyond.

We hope you find this first Nature4Climate impact report for partners a useful resource – and as always, we look forward to your valuable contributions to this collective effort.

Lucy Almond

N4C Member Testimonials

“Nature4Climate brings together diverse, key players from around the world under a common goal - promoting the valuable role of nature in urgently addressing the climate and biodiversity crises. N4C has proven to be a driving force in delivering an equitable, carbon-neutral and nature-positive future and I look forward to increased impact as we build on current successes.”

Rhiannon Niven, Global Climate Change Policy Coordinator,
BirdLife International

“Nature4Climate has been instrumental to elevating the importance of natural climate solutions for climate, biodiversity, and livelihood goals. The platform, network, and sphere of influence that N4C has helped establish have been critical to generating much-needed momentum for nature as a climate solution.”

Mark Morage, Vice President, Natural Climate Solutions,
Environmental Defense Fund

2022 Highlights

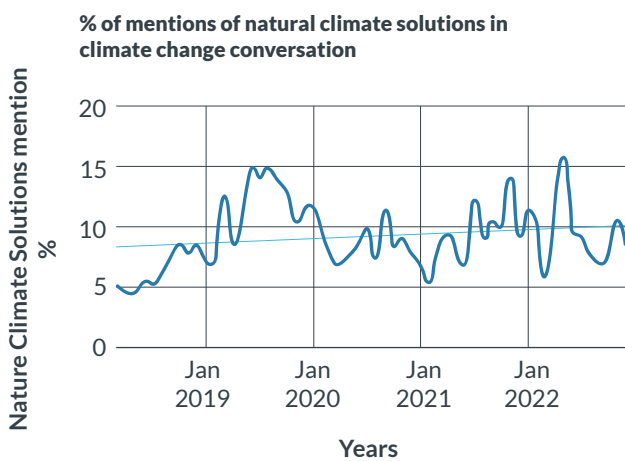
Mainstreaming Nature Positive

N4C is one of the driving forces behind the nature-positive campaign. It is an overarching, unbranded, strategic communications and advocacy campaign to promote nature-positive and net-zero decision making for governments, companies and civil society, increase the share of voice for nature positive within the global conversation, and highlight action on the ground.

- Developed a [shared nature-positive messaging toolkit](#)

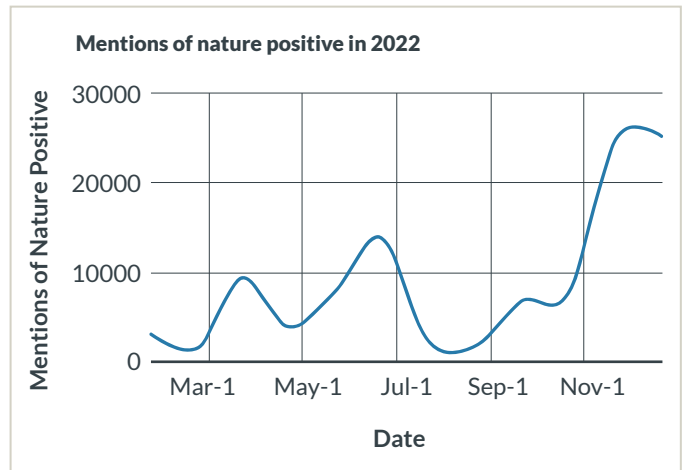


- Over the past 7 years, significant progress has been made in putting nature at the heart of the climate movement. N4C has been instrumental in raising the profile and urgency of NCS to where it is today. From less than 1% of the climate conversation in 2016, N4C has increased NCS mentions in social media by more than 15% by 2022.



- N4C fostered conversations around nature positive in 2022, resulting in

- **24,884** mentions of nature positive in November on Twitter
- **25,265** mentions of nature positive in December on Twitter



- Since 2017, N4C increased its network amongst relevant accounts and influencers:

- **12K** followers in Twitter
- **7K** followers in LinkedIn
- **6,100** subscribers to N4C newsletter (**819** new subscribers in 2022)
- N4C sent out **50+** editions of the N4C weekly briefing that helps shape the agenda on NBS

- **At COP27 (find more in [COP27 Evaluation Report](#)), N4C strategically:**

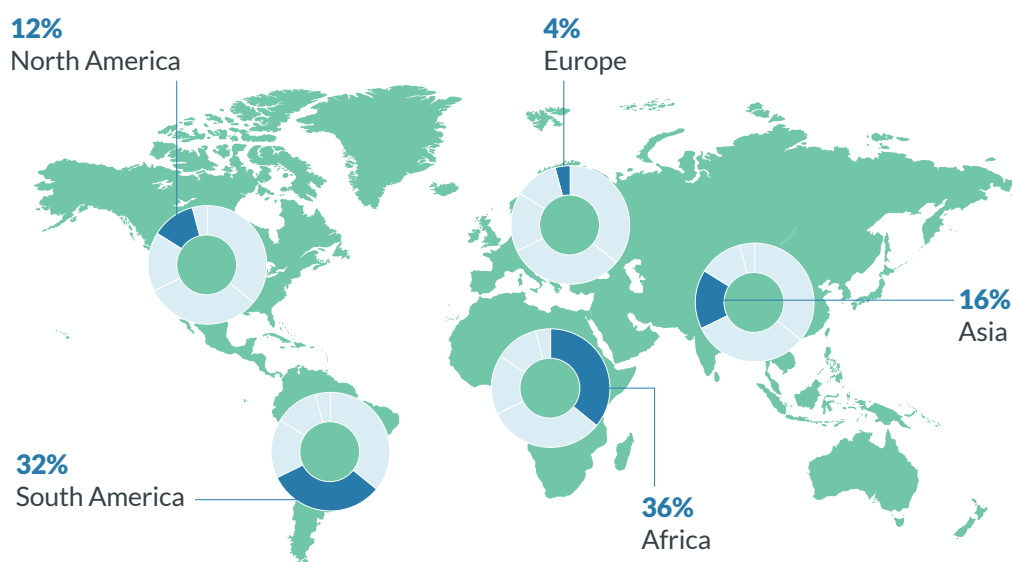
- Partnered with **17** organizations who committed to co-sponsor the 'Nature Zone' pavilion. This collaboration brought together more than **80** organizations aligned in the common goal of helping countries deliver a net-zero, nature-positive, equitable future for all

- Enhanced engagement with IPLCs & youth groups:

Amplified voices from the global south by coordinating interviews with top news outlets e.g., Reuters, France 24, Harpers Bazaar Brasil, CNET, and Ghana News

Via the **Nature Zone's Solidarity Fund**, N4C (and the Nature Zone partners) financially and administratively supported **11 organisations (25+ delegates)** with NbS expertise. Representatives from Africa (36%), South America (32%), Asia (16%), North America (12%), Europe (4%) were all engaged

Regional representation of the 25 local knowledge holders delegates



- Worked to enhance [nature-positive media and social media coverage](#) at COP27:

1,000+ nature positive was mentioned in all pieces of coverage and online sites

98% positive sentiment in social media

200k engagements in Twitter (**65k** mentions of #NaturePositive)

70% increased engagement rates in LinkedIn compared to last year at COP26

250+ partners, local leaders and organizations engaged with nature-positive content across social media channels.

Interviewed **27** representatives from the nature-positive partners group, as well as over **100** spokespeople on nature positive-related issues (via the Nature Newsroom)

100+ media requests on the ground: **30** interviews with diverse spokespeople

15+ new nature related pledges and announcements were announced in the Nature Zone (e.g., 30x30, The Global Fund for Coral Reefs)

Nature-Positive Diplomacy

N4C develops strategic communications and advocacy to raise global ambition at key geopolitical moments to enhance the quality and quantity of NbS implementation in e.g., NbS in Nationally Determined Contributions (NDCs) and other policy mechanisms.

- Developed a [collective COP27 advocacy asks](#)
- Developed and published the [NbS commitment tracker](#) to analyse the progress of NbS pledge made since 2019
 - Overall it tracks **80** commitments and finds that **55%** demonstrate substantial signs of progress or completion, while **45%** show only small signs of progress or no progress at all.

- Launched the [NbS policy tracker \(2nd ed.\)](#). The policy tracker algorithm was refined to include additional languages
 - Overall it tracks **257+** NbS national policies implemented in **66** countries, achieving **462** policies in **144** countries

- **Hosted 6 events** (on data taxonomy, NbS policy tracker, adaptation, VIP reception at COP27 Biodiversity Day led by Birdlife, African leaders reception led by Proforest)

General key facts in 2022:

- **167** countries include NbS content in NDCs, making **86%** inclusion of NbS in NDCs
- **Inclusion of NbS content** in the [UNFCCC text](#); [CBD text](#); [G7 Leaders' Communique](#); [G20 Bali Leaders' Declaration](#); find more [here](#).
- **Nature positive** excluded from the CBD text; but included in e.g., [G7 Leaders' Communique](#)

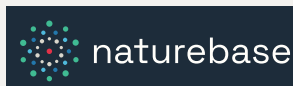


Decade of Delivery

N4C supports on-the-ground pilot projects through capacity building (in particular with youth groups and IPLCs) and storytelling of NbS projects on-the-ground. N4C helps to foster the relationship between science and policy.

- Launched the [Reforest Better guide](#) – an interactive tool to assess and monitor high integrity reforestation project

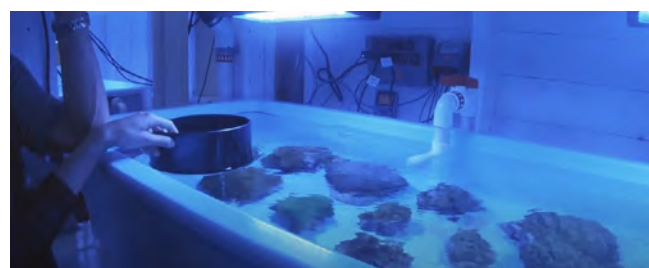
- Developed the [NatureBase landing page](#), which is a trailer of the one-stop shop that integrates science, NbS policy and case study examples, guidance and sources of finance to help speed up decision making and implementation of NbS projects. The full product is scheduled to be launched at COP28 in December 2023.



- Launched the [pilot](#) for tech-enabled community-led restoration in Ghana
- Production of [four short documentaries](#) highlighting community-led action and Indigenous knowledge in the global south (right)



From Peru to Ghana: how technology is transforming community reforestation [Watch](#)



Water resilience: resisting the tide in the Dominican Republic [Watch](#)



Panama: the return of an ancestral forest [Watch](#)

- Published 201 NbS case studies in the N4C's [NBS case study map](#) in key regions



Trust Building

N4C works to build trust in the integrity and implementation of NbS. This is done in order to support the work being done by N4C members who are developing policy, mobilizing finance, winning political support for NCS, and brokering more international cooperation for NCS.

- Developed a shared [high-level trust building messaging for NbS carbon credits](#) with more than **25** organizations within the broader ecosystem
- **100+** companies engaged with the trust building working group
- **35+** companies highly engaged with the trust building working group



- Published **2** 'nature tech' reports: [The Nature Tech Market. Necessary, Emergent, Dynamic](#) & [What you can measure, you can manage. How Nature Tech can help us solve the climate and nature crises](#)

- Hosted **1** [nature tech event](#)
- **200+** media pitches and **50+** media briefings and interviews were made on trust building topics (e.g., New York Times, Business Green, Yale e360, Euronews, the Weather Network)
- **80+** spokespeople were identified across relevant topics
- Thought leadership pieces: **16** Op-eds and articles (e.g., in [Euroactive](#), [Newsweek - 1](#), [Newsweek - 2](#), [Thomson Reuters Foundation News](#), [Environmental Finance](#), [CNBCAFRICA](#))



Nature-Positive Finance

N4C builds strategic communications to increase awareness and understanding of nature-positive finance to ensure major financial institutions achieve deforestation-free commodity portfolios and that all major commodity supply chains become conversion-free and move towards a nature-positive future.

- N4C hosted **5+** nature-positive finance events in key conferences (at [LCW](#), [ACW](#), [NYCW](#), [COP27](#))

The campaign contributed towards the following outcomes in 2022:

- Over **35** financial institutions (FIs) with more than **(US) ~ \$9 trillion** in assets under management are committed to work on eliminating agricultural commodity-driven deforestation risks in their investment and lending portfolios by 2025

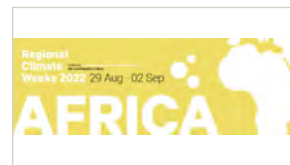
- **20% (109/557)** FIs have a deforestation commitment for at least one commodity
- **6% (36/557)** FIs have a deforestation commitment for every commodity
- **1% (5/557)** FIs have a Conversion-free commitment or a deforestation-free commitment that explicitly includes all other natural ecosystems
- Marked uptake in media interest and coverage on finance and deforestation (e.g., [Greenbiz](#), [Reuters](#), [Church Times](#))



N4C Events

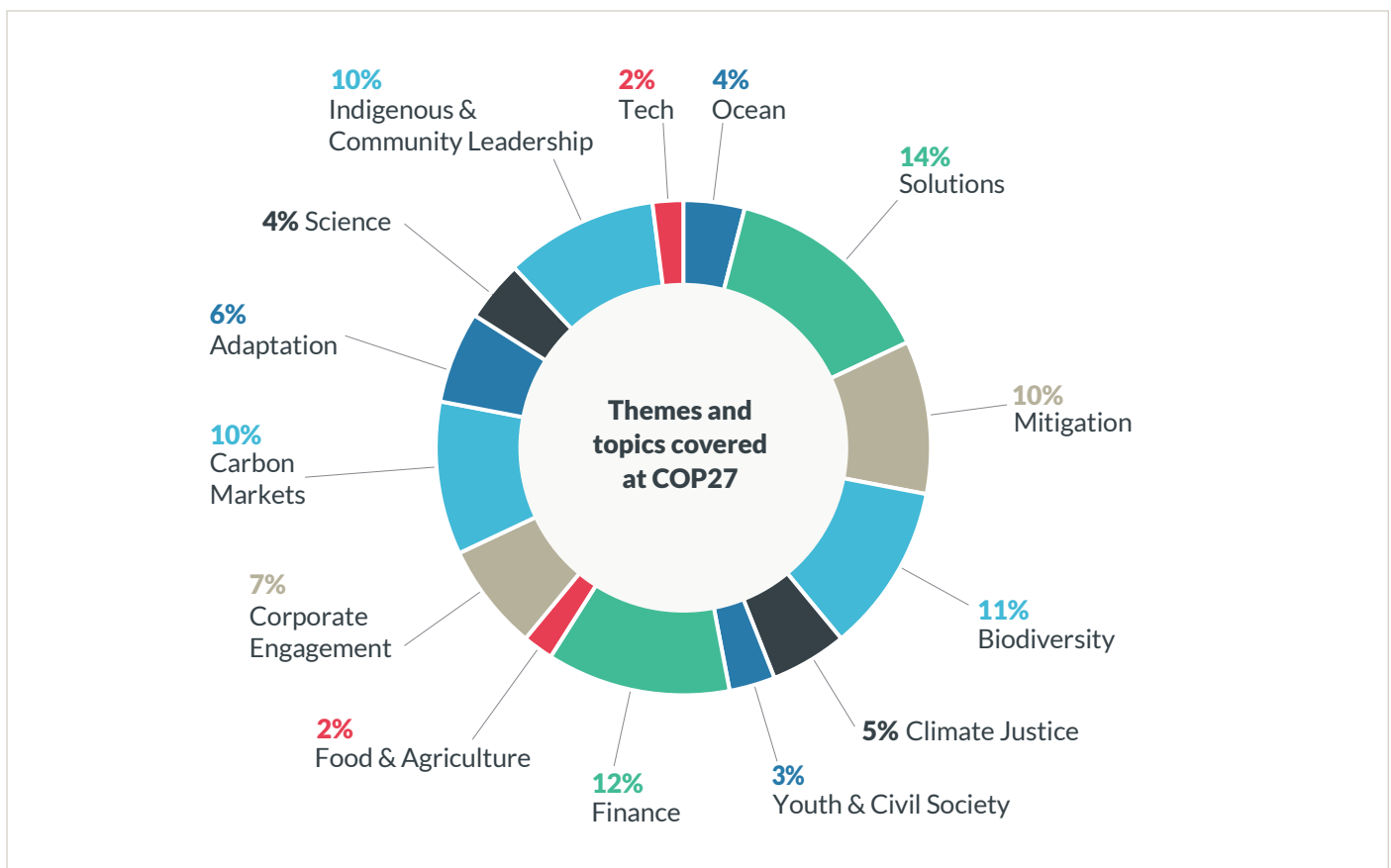
N4C increases visibility and influence at significant events. In 2022, N4C hosted:

- 1 event at London Climate Week
- 4 events at New York Climate Week
- 1 event at Africa Climate Week
- 55 events and 350 exclusive meetings in the *Nature Zone* at COP27



Themes covered at N4C's events:

- **Nature-positive finance** was the predominant theme of the events at Climate Weeks
- Relatively balanced mix of themes and topics covered at COP27. **Solutions, finance, biodiversity, IPLCs, mitigation, and carbon markets** were the most recurring topics across sessions (see diagram below)



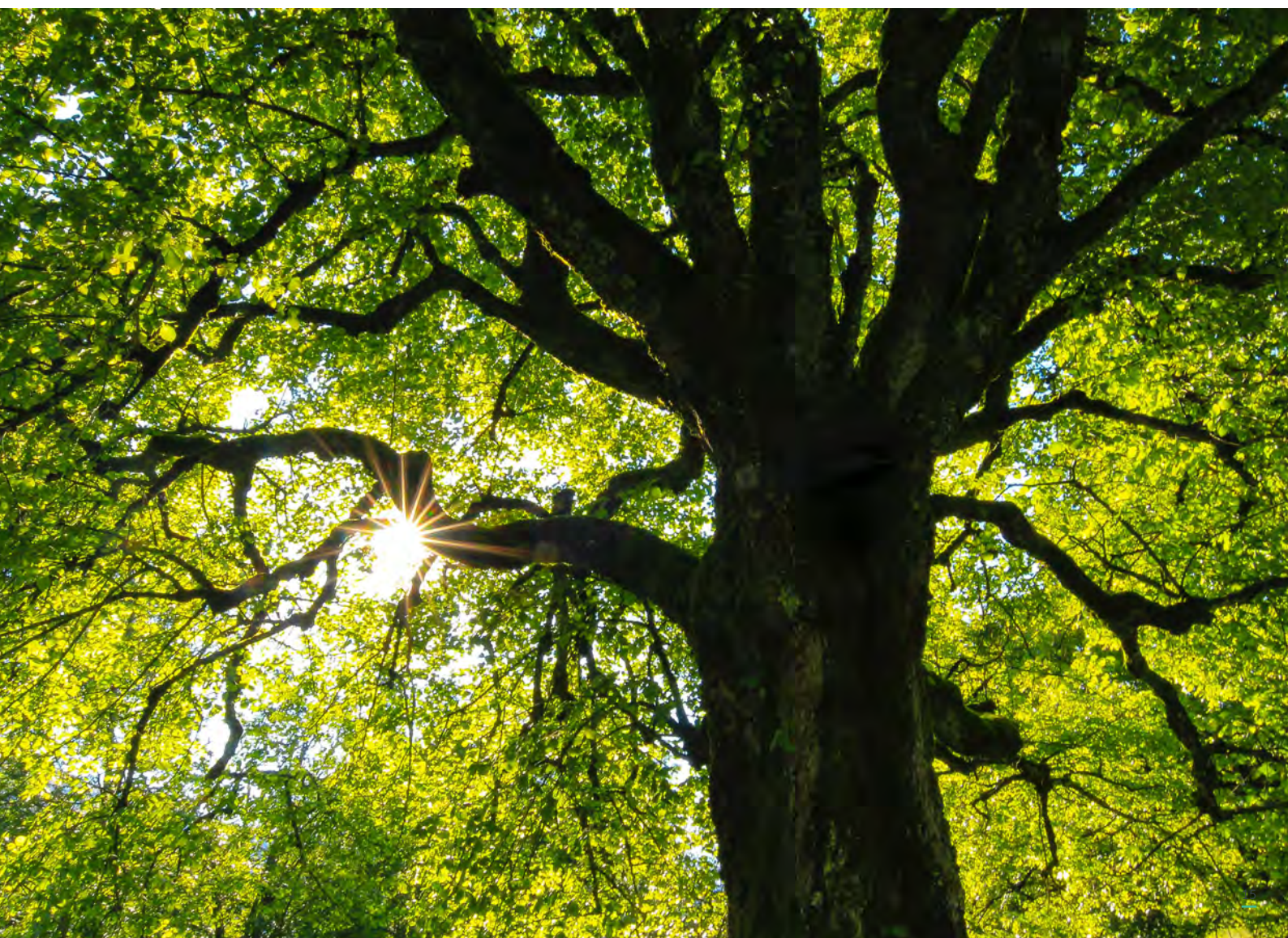
N4C Steering Committee and Working Group Meetings

N4C coordinates regular internal meetings with its members to increase joint work and deepen the impact of the organisation. In 2022 N4C convened:

- 7 Steering Committee Meetings
- 10 Nature-Positive Diplomacy Working Group Meetings
- 13 Trust Building Working Group Meetings
- 24 Deforestation and Finance Advisory Group Meetings
- 2 Nature Positive Workshops

N4C Core Development

- 1 new member joined the N4C Coalition:  CLEAN COOKING ALLIANCE
- 1 new team member joined the N4C secretariat: project coordinator
- A new [N4C website](#) was developed
- A funding success via the **Climate Leadership Initiative** and **the Climate and Land Use Alliance**; and a new fundraising resource on board



Nature4Climate is a communications and advocacy platform,
working on behalf of a group of like-minded civil society groups
to promote the role of nature as a climate solution.

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