

LEAD WITH NATURE

Nature4Climate Impact Report 2025

Nature 4Climate



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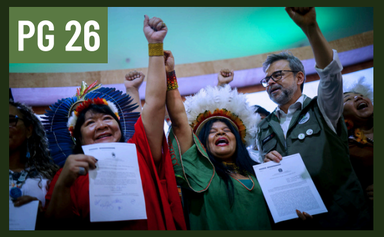
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ABOUT NATURE4CLIMATE

Nature4Climate (N4C) is a multi-stakeholder coalition of 30 international organizations committed to accelerating the implementation of nature-based solutions (NbS) at scale.

Acting as a 'connective tissue' for the global climate-nature movement, the coalition catalyzes government action and private sector investment into NbS while supporting people and protecting biodiversity.

N4C serves as a platform for unbranded communications, advocacy, and movement-building, aligning efforts, amplifying voices and ensuring that nature is recognized as a central pillar of climate action.

OUR MISSION

To unlock nature's full potential to deliver up to one-third of the climate solution by 2030.

OUR VISION

A nature-positive world by 2030, on track to limit global warming in line with the Paris Agreement, delivering sustainable economic growth while protecting, sustainably managing and restoring ecosystems — for the benefit of people and of the planet

N4C WORKS TO

- Transform government ambition and action to deliver NbS.
- Shift the economy to work with nature, not against it.
- Drive implementation of high-integrity NbS.

MEMBERS

Audubon
BirdLife International
Conservation International
Clean Cooking Alliance
Convention on Biological Diversity
Cornell Atkinson Center for Sustainability
Environmental Defense Fund
&Fauna &Flora
FSC Forests For All Forever
ifaw
Global Mangrove Alliance
IUCN
live & learn Environmental Education
RESTOR
re:wild
The Food and Land Use Coalition
The Nature Conservancy
TREE AID
UNDP
UN environment programme
UN-REDD Programme
World Business Council for Sustainable Development
WCS
wea Women's Earth Alliance
We Mean Business Coalition
Wetlands International
Woodwell Climate Research Center
World Resources Institute
WWF
Youth 4 Nature

AFFILIATED:

US Nature 4Climate

Proudly hosted by The Nature Conservancy

N4C UNIQUE STRENGTHS

CONNECTIVE TISSUE & CONVENING POWER

Unites global stakeholders to align messaging, coordinate efforts, prevent duplication, and amplify impact. Hosts the Nature Hub at major climate events to showcase progress and bring together governments, businesses, academia, civil society, community and Indigenous leaders.

STRATEGIC COMMUNICATIONS

Runs unbranded campaigns to elevate nature as a climate solution. Coordinates media engagement, counters misinformation, and amplifies narratives through storytelling. N4C's Weekly Briefs, insight-driven editorial pieces and relationship with an influential global media network keep the movement informed and connected.

CONFIDENCE-BUILDING FOR INVESTMENT

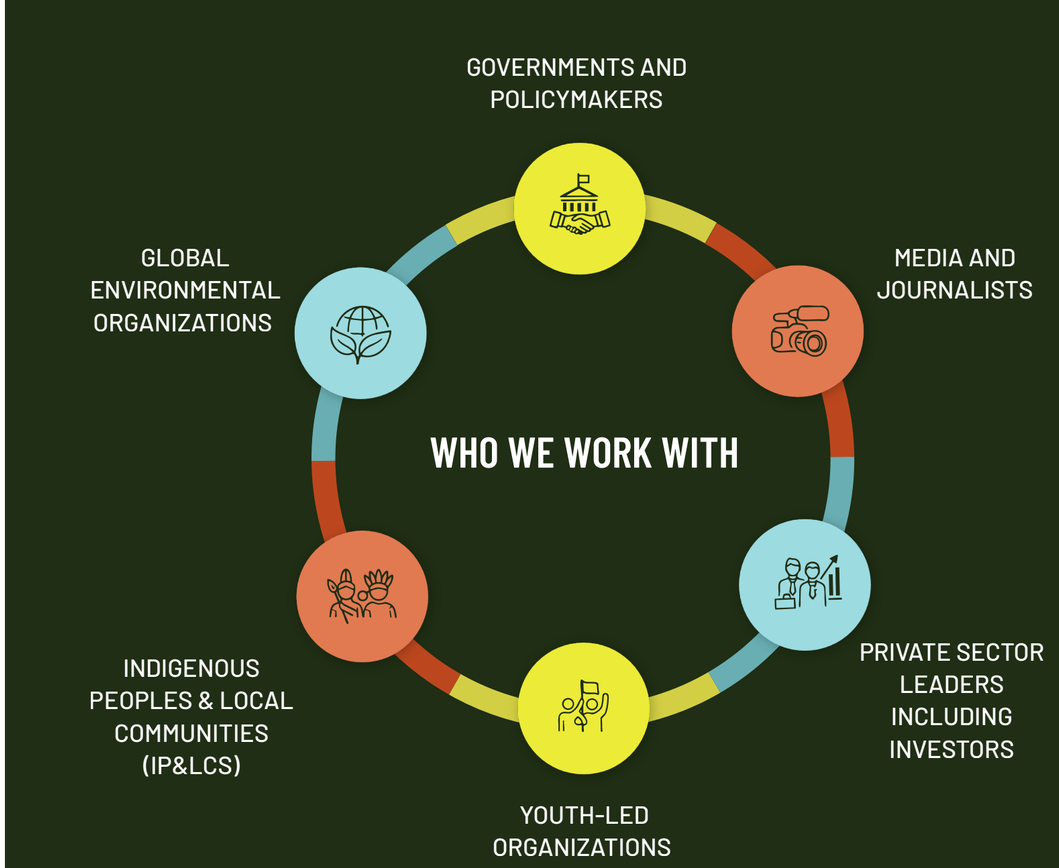
Strengthens trust in NbS by elevating evidence-based narratives, convening private sector leaders (including finance), amplifying trusted voices, and aligning integrity initiatives to de-risk investment.

STRATEGIC POLICY INFLUENCE

Mobilizes advocacy across 30+ organizations, creating alignment and coordination across the movement. Identifies key policy levers and drives collective action to secure government and private sector commitments for nature-positive policies and investments.

KNOWLEDGE BASE AND COLLECTIVE TOOLS

Fills knowledge gaps and develops shared tools to scale NbS. For example, naturebase helps governments and businesses identify where and how to implement high-integrity projects with maximum carbon impact.





With Nature: The Global Movement Unlocking Nature-based Climate Solutions

VOICES FROM THE N4C COALITION



Another wonderful year supporting the Nature4Climate coalition as BirdLife International and as a steering committee member. I'm particularly proud of our collective progress from ministerial events to the Nationally Determined Contributions analysis, and continuing to lead the way in communications and media. Looking forward to an exciting and busy 2026 ahead!"

CATHY YITONG LI, GLOBAL CLIMATE & ENERGY POLICY LEAD, BIRDLIFE INTERNATIONAL



N4C is a powerful, catalytic and invaluable movement builder. It immensely accelerates members' collective capacity for impact and influence. N4C has driven much of the momentum we see on critical issues - such as the role nature and IP & LCs in high integrity carbon markets and in driving climate adaptation and resilience".

ZOE QUIROZ CULLEN, DIRECTOR, CLIMATE & NATURE LINKAGES, FAUNA & FLORA



I remember back in 2019 Nature4Climate was in its infancy – and yet already fierce, funky and ready to deliver. Bringing people together and creating a space where champions can have voice, and where people can make lasting friendships... Bringing that spirit of collaboration together."

SUSAN GARDNER, DIRECTOR OF THE ECOSYSTEM DIVISION, UNEP

WATCH:



A Global Coalition with One Voice: Inside Nature4Climate's Impact



LUCY ALMOND
CHAIR, NATURE4CLIMATE

MESSAGE FROM THE CHAIR

2025 reminded us why this mission matters and why the world still looks to nature for answers. At COP30, nature returned to the heart of global climate action.

Amid political uncertainty, Belém delivered proof that countries can still come together, and that private sector leaders stand ready to drive solutions that link climate stability, innovation and sustainable development. The message was unmistakable: advancing nature-based solutions is foundational to economic progress.

For N4C, it was a year of renewed purpose. The Nature Hubs returned to London Climate Week, New York Climate Week and COP30, creating a home for the climate and nature community: spaces for convergence, collaboration and unity. The first two hubs highlighted the rising corporate and financial sector commitment to nature-positive business models. In Belém, the Hub became a focal point for all actors working to secure the frameworks needed for the implementation era. We remain grateful for the unity and commitment this movement continues to show.

This was also a landmark year for our media work. For over three years, N4C has invested in building trust and tackling misinformation – forces that undermine real action. In 2025, that mission proved more vital than ever.

Through the new Belém Desk initiative, we strengthened global coverage of nature and climate issues, contributing to a 20% increase in NbS coverage at COP30 compared to COP29.

This year was one of the toughest for fundraising for the nature and climate community. Like many of our partners, we stretched our capacity to continue delivering what we know matters. Yet as we look into 2026, the urgency is growing. The implementation phase of global climate action is beginning in earnest, bringing with it overlapping agendas, new demands on coordination, and early signs of progress that must be protected and accelerated. We remain resolute in resourcing collective action for nature, because this is the moment when it matters most.

Lucy Almond

2025 HIGHLIGHTS AT A GLANCE

GROWING COALITION AND REACH

30

coalition members, including new members Women's Earth Alliance and the Cornell Atkinson Center for Sustainability.

43 MILLION

people reached across coalition digital channels.

EXPANDED NEWS COVERAGE ON NATURE

285

journalists convened by the Belém Desk — a global media cohort deepening nature–climate reporting in 60 countries ahead of COP30.

790

nature-related media articles tracked in 50+ countries in 15 languages.

29M

est. people reached.

20%

rise in direct NbS media mentions at COP30 vs. COP29.

UNITED THE NATURE MOVEMENT UNDER THE NATURE HUB

3

Nature Hubs hosted at London & New York Climate Week, and COP30.

2500+

participants (60% director-level and above).

250+

expert speakers.

47

funding partners, including civil society, the private sector, and philanthropy.

SHAPED THE GLOBAL DISCOURSE ON NBS

50+

opinion pieces placed in major media outlets, shaping debates on carbon markets and NbS.

LAUNCHED GLOBAL CALL TO ACT WITH NATURE

Galvanized an unbranded global call to action and advocacy asks, mobilizing diverse partners to lead, invest, grow, and adapt 'With Nature'.

BROADENED DIGITAL ENGAGEMENT

15,000

N4C Weekly Brief subscribers.

120,000

website visitors (top audiences: US, UK, Netherlands, Ireland, India, Brazil, China).

FIRST EVER UNIFIED NBS AGENDA

NBS PLAN TO ACCELERATE SOLUTIONS

Led by N4C & endorsed by the COP30 Presidency under the Action Agenda, aligning national governments and non-state actors under one agenda for the first time.

HARNESSED AI TOOLS TO TRACK NBS PROGRESS

1,546

policies in 190 countries monitored by the N4C's NbS Policy Tracker.

26

new international commitments since COP29 tracked by the N4C's NbS Commitment Tracker. 50% of the previous commitments have reported progress.



GROWING THE GLOBAL NATURE MOVEMENT

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The 2015 Paris Agreement and 2030 Sustainable Development Goals (SDG) agenda made one thing clear: siloed efforts won't deliver climate goals. Two years later, science confirmed NbS could provide nearly one-third of climate mitigation by 2030, sparking a call for unified action.

N4C was born in 2017 as a coalition of five organizations. By 2025, it had grown to 30 members, and is working with a wide network of allies to place nature at the heart of climate action. This growth reflects more than numbers; it shows how collaboration has matured.

Shaping the narrative

Over time, N4C has helped shift the global narrative, from awareness-building campaigns such as The Forgotten Solution to shaping a shared, forward-looking agenda through with the award-winning Nature Positive campaign. These unbranded efforts have amplified a unified voice, influencing leaders across governments and sectors, sparking ripple effects, such as King Charles III referencing nature positive in his 2023 World Leaders Summit speech.

As climate urgency intensifies, the question is no longer *why* we need nature, but *where* and *how* it can drive impact. N4C's latest With Nature campaign reflects this shift, mobilizing stakeholders around tangible outcomes.

At the core of this work is N4C's convening power. The coalition enables members to align strategies, share insights, pool resources and co-create advocacy that resonates at global moments. Nowhere is this more visible than at the Nature Hub – convened by N4C and its members.

> *Eight or nine years ago, I don't think any of us had probably ever heard the term "natural climate solutions" or "nature-based solutions" before. But Nature4Climate and all of the member organizations have really done a fantastic job of making nature part of the conversation—and that is an incredible win."*

MARK WISHNIE, CHIEF SUSTAINABILITY OFFICER, BTG PACTUAL TIMBERLAND INVESTMENT GROUP

> *It's important to recognize that talking about climate and nature in the current geopolitical environment is not easy for many businesses. This kind of white-label campaign allows us, as NGOs, to speak with a common voice and spares businesses from having to navigate fragmentation and mixed signals from our community at a time when they can least afford to. Let's not underestimate how valuable that is."*

CALLIE STINSON, DEPUTY DIRECTOR, NATURE CAMPAIGNING, WE MEAN BUSINESS COALITION



Ministers and representatives of the governments of Brazil, UK, Guyana, Colombia joined the COP30 High-Level Champion, Dan Ioschpe at the Nature Hub CWNYC Opening. Credit: Arin Sang-urai/N4C

Nature Hubs: the heart of the movement
Nature Hubs at COPs and Climate Weeks have become the heart of the nature movement: places for stories, collaboration, and action. In 2025, N4C hosted three of its largest hubs yet, bringing together 35 leading organizations from civil society, philanthropy, and business to drive real outcomes for nature.

The result? A trusted platform that influences policy, mobilizes private sector action, and strengthens global collaboration.

But the road ahead isn't easy. A decade after Paris, funding pressures and geopolitical headwinds threaten progress. Still, N4C pushes forward, expanding its coalition, refining advocacy, increasing communication efforts, and forging partnerships with influential actors.

Because when nature thrives, economies prosper.

"

The Nature Hub allows urgent collaboration and innovation to accelerate action on nature and climate."

PATRICIA ZURITA, CHIEF GLOBAL PARTNERSHIPS OFFICER AND EXECUTIVE VICE PRESIDENT, CONSERVATION INTERNATIONAL

"

The Nature Hub is another powerful representation of multilateralism. Because we have the opportunity to meet someone we don't know yet—someone with ideas and possibilities for collaboration that we haven't even imagined. This is where the magic happens: in events like this."

JEN MORRIS, CEO, THE NATURE CONSERVANCY



The Nature Hub at COP30 served as a central space to unite the nature movement and strategic allies in 2025. Photo: Mariana Ceccon/N4C

TIMELINE OF IMPACT

2017

N4C is founded after research finds NbS can deliver 1/3rd of the climate solution

2018

The **Forgotten Solution** campaign launched with 5 original members

2019

50+ organisations convened to showcase NbS best practice at at Climate Week NYC

2020

Award-winning **Nature Positive** campaign developed, later evolving into the Nature Positive Initiative (in 2023)

Nature Positive Recovery paper set principles for nature-based jobs post-COVID, and kicks-offthe concept of nature tech

2021

First **Nature Hub** at COP26 helped deliver 'a Paris moment for forests' with $8 trillion in deforestation-free finance commitments

NbS Policy & Commitment Tracker launched, tracking 220 policies

2022

Nature's share of climate discourse has now risen from a baseline of <1% to >25%

2023

Launch of **naturebase** platform for high-integrity NbS mapping

2024

Policy Tracker revealed sixfold increase in policies for nature – but only 33% have budgets

Nature tech sector reached milestone of $2 billion investment

2025

COP30 shifted focus to implementation and the economic case for NbS



NATURE IN THE SPOTLIGHT: SHAPING PUBLIC NARRATIVES

NATURE IN THE SPOTLIGHT: SHAPING PUBLIC NARRATIVES

Responding to a decline in both the quality and visibility of media coverage on NbS during COP29, the N4C coalition (via its Nature's Newsroom) launched a year-long initiative to expand its journalistic network and foster engagement during and beyond climate conferences in 2025. The answer was the Belém Desk, an international media cohort designed to strengthen and rebalance climate reporting ahead of COP30 by connecting journalists from Brazilian, global, Indigenous and independent media: groups that often face distinct challenges, yet play a critical role in shaping public understanding. By creating a shared space for exchange and collaboration, the initiative strengthened trust, improved reporting quality and expanded reach ahead of COP30.

A collaborative solution

Developed in partnership with the Institute for Climate and Society (iCS), N4C, and its members TNC and UNEP, the initiative positioned N4C at the center of Brazil's climate and nature media conversation. These partnerships gave journalists privileged access to key spokespeople, credible data and deep political, social and environmental context in the lead-up to COP30, ensuring coverage was both accurate and grounded in local realities.

Connecting journalists to stories

Through monthly media briefings, joint press trips to the Amazon, Nature Hub convenings and a live press office, the Belém Desk connected journalists to experts across the N4C network and provided timely insights during critical climate moments. This engagement paid off: top-tier coverage was secured for NbS in Belém, in outlets such as Reuters, Associated Press, BBC, Forbes and Folha de S.Paulo, with almost 800 articles generating over 29.1 million views across 51 countries, and 15 languages.

> *"Covering COPs can be overwhelming. This is my fourth one, and I'm on my own. The Belém Desk and Nature4Climate resources have been really helpful because the reality is that I can't be everywhere. Receiving videos and being able to quote them helps me capture the granular details that matter and identify where the stories and the right people are."*
>
> HUMBERTO J. ROCHA, EDITOR - CARBON AND BIODIVERSITY, OPIS (DOW JONES)



N4C organized a joint press conference during the final negotiation hours of COP30, featuring experts from TNC, IUCN, and BirdLife. Photo: Mariana Ceccon/N4C

The partnership with Nature4Climate during the year of COP30 in Brazil helped maximize the impact of iCS's communications work, particularly in engaging with the press and especially with international media. The Belém Desk was a highly successful initiative, creating space to elevate key issues and amplify important spokespersons for Brazil's climate agenda, with its unique national context, while also contributing to the global climate conversation."

MARISA BASTOS, INSTITUTIONAL COMMUNICATION AND EVENTS MANAGER, INSTITUTE FOR CLIMATE AND SOCIETY (ICS)

The online media briefings in the run-up to COP30 and during the event, as well as the joint press trip, were highly useful, particularly because they were organized by multiple organizations. This allowed us to gain a deeper and broader perspective and cover a range of topics. I'll continue drawing on that experience in my reporting for 2026."

TERRY SLAVIN, EDITOR-IN-CHIEF SUSTAINABLE BUSINESS, REUTERS EVENTS



Nature's Newsroom in action, producing video interviews for free distribution to 500+ journalists worldwide and across N4C's multimedia channels. Credit: Mariana Ceccon/N4C

IMPACT AT A GLANCE

285 JOURNALISTS 60 COUNTRIES

Global reach: Over 285 journalists from 60 countries and representing over 200 media outlets subscribed, expanding our ecosystem to more than 500 engaged journalists.

7.7K+ DIRECT MEDIA MENTIONS OF NBS AT COP30

Higher engagement: This represents a 20% increase compared with COP29.

220 NbS EXPERTS 6K+ DOWNLOADS

On-the-ground support: During COP30, journalists received direct support to arrange interviews, as well as access to free video interviews, b-rolls, photos, press conference transcripts, and other multimedia assets, such as a spokespeople grid featuring 220 NbS experts, resulting in more than 6,000 downloads and previews, primarily by professionals from India, Chile, USA, Brazil, and the UK.



GLOBAL ADVOCACY FOR NATURE

GLOBAL ADVOCACY FOR NATURE

With COP30 framed as the ‘forests COP’, 2025 was a pivotal political opportunity for nature. N4C responded by coordinating advocacy efforts across its membership, aligning policy priorities and collective asks under a single unbranded campaign: Lead with Nature. This approach enabled the movement to arrive at COP30 with a unified voice and a shared framework for tracking outcomes.

Driving ambition

At Bonn climate talks in June – a key stop on the road to Belém – the coalition issued its collective call to action, highlighting integration of NbS into country climate plans as central to real ambition. With countries updating their Nationally Determined Contributions (NDCs), N4C provided technical guidance and published briefings assessing each nation’s nature commitments, showcasing eight leaders driving progress.

Finance took centre stage at London and New York Climate Weeks, where N4C convened companies, NGOs, regional governments, and Indigenous peoples to present a unified position and identify enablers for scaling NbS. Meanwhile, workshops with 80+ experts advanced global data protocols, laying the foundation for key performance indicators (KPIs) to track and report progress.



The N4C-led NbS PAS, under COP30 Action Agenda was introduced at a high-level meeting at COP30, chaired by the UK government. Credit: Ben Jack/N4C

Leaving a mark beyond COP30

These efforts culminated in a comprehensive assessment of the key levers to accelerate NbS ahead of the 2028 Global Stocktake: a Plan for Accelerating Solutions (PAS), now formally endorsed by the COP30 Presidency under the Action Agenda. Despite challenges at the negotiation table, N4C's coordinated advocacy left a tangible mark: strengthening partnerships, embedding nature more deeply in climate negotiations, and laying the foundation for collective delivery beyond COP30.



At COP30, countries showcased how they are integrating nature into their NDCs at the Nature Hub. Credit: Mariana Ceccon/N4C



The Nature Hub featured the Forest Finance Roadmap, issuing a collective call for forest finance. Credit: Arin Sang-urai/N4C

> *The work of N4C in 2025 has been instrumental in bridging ambition and implementation. By convening diverse actors and aligning nature-based solutions with the climate agenda, N4C has helped ensure nature remains at the heart of global climate action.*
>
> ALFREDO REDONDO, NATURE TEAM LEAD CLIMATE HIGH-LEVEL CHAMPIONS

> *Nature-based solutions are no longer a side conversation — they are now widely recognised as being vital to addressing the climate challenge. N4C's advocacy this year has provided clarity and momentum, helping governments and businesses translate commitments into measurable action."*
>
> SANDEEP SENGUPTA, GLOBAL POLICY LEAD, INTERNATIONAL UNION FOR CONSERVATION OF NATURE (IUCN)

UNLOCKING NATURE-POSITIVE INVESTMENT



UNLOCKING NATURE-POSITIVE INVESTMENT

A growing community of companies and investors is financing high-integrity NbS, yet many remain on the sidelines due to confusing rules, shifting standards, and a polarized debate. N4C's approach is clear: strong policy signals and credible narratives are essential to unlock private capital at scale.

In 2025, N4C prioritized advocacy to influence policy outcomes and maintained its trust-building group as a forum for intelligence sharing, aligning with initiatives like the NCS Alliance Policy Intelligence Network. Communications focused on high-impact areas, including a campaign reframing NCS 'permanence' as 'durability' through reports, op-eds, and events at LCAW, CWNYC, and COP30.

Clarifying the rules for corporate action

N4C also supported clearer understanding of the 'rules of the game' for corporate action, strengthening messaging on UN Article 6.4, the EU Green Claims Directive, and SBTi's Net Zero Standard. Influential content, including Trellis features, translated complex developments into practical insights. Scientific credibility was reinforced through TNC and Yale's SHIFT-CM initiative.

Translating complexity into practical insights

Throughout the year, N4C supported flagship efforts like the Forest Finance Roadmap, UNEP's State of Finance for Forests report, and the Scaling JREDD+ Coalition, ensuring consistent narratives with partners. Collectively, this work delivered 50+ thought-leadership outputs – ensuring journalists, policymakers, and business leaders had access to credible, compelling narratives.

This strategic, policy-linked approach is shifting narratives and giving decision-makers confidence to invest in high-integrity NCS.

> *Businesses want to act, but they need trusted spaces to understand what high-integrity nature and climate action looks like. Nature4Climate's convening power helps companies move from intent to impact."*
>
> **SARAH NELSON, GLOBAL LEAD DIRECTOR FOR NATURE & BIODIVERSITY, KPMG.**



The momentum peaked with A Party With Nature: a private-sector celebration and bold commitment to NbS implementation ahead of COP, in partnership with Natura, Salesforce, and KPMG. Credit: Jen Stebbing/N4C



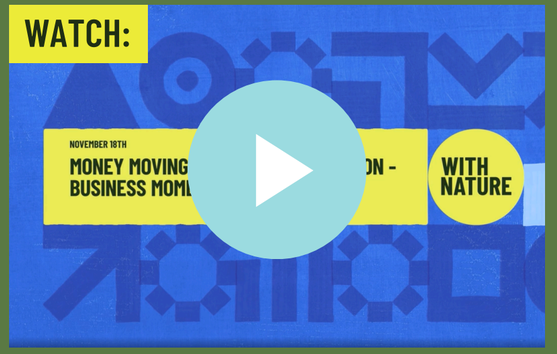
At LCAW, N4C hosted a business-focused Nature Hub in collaboration with KPMG, followed by high-engagement sessions at CWNYC and COP30. Credit: N4C

Nature was ever-present as a solution and opportunity for investment. Thanks to Nature4Climate...and many others, the nature community and generation on restoration are stepping up!"

TIM CHRISTOPHERSEN, VP OF CLIMATE ACTION, SALESFORCE

Nature4Climate has been an incredibly useful platform for shaping shared messages on the need to ensure that nature-based climate mitigation solutions can be financed through the voluntary carbon market. In particular, N4C's Trust Building Group has developed messages on Article 6.4 that have been adopted by most N4C members. In today's confusing times, having a space to develop and align around common messages is truly priceless.

GIULIA CARBONE, DIRECTOR OF THE NATURAL CLIMATE SOLUTIONS ALLIANCE, WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT



Business in Action Day at the COP30 Nature Hub – featuring Standard Chartered, Salesforce, Emergent, and others – showed both momentum and the need for more companies to step forward. Credit: N4C.



CHAMPIONING COMMUNITY-LED SOLUTIONS AND INDIGENOUS LEADERSHIP

CHAMPIONING COMMUNITY-LED SOLUTIONS AND INDIGENOUS LEADERSHIP

N4C has long championed Indigenous leadership in climate action. In 2025, this commitment deepened as N4C stepped in as an advocate and convener for Indigenous-led economic models, amplifying the voices that have long safeguarded nature. Through advocacy, communications, and strategic events, N4C worked with allies such as the Global Alliance of Territorial Communities (GATC), Foundation Farmers Organizations and Restorative Actions (FFORA), the United Nations Development Programme (UNDP)'s Equator Prize and Asociación Wiñak to unlock finance for Indigenous economies and strengthen their visibility in global climate debates.

"

Nature4Climate has been a trusted partner in the Indigenous Economy Breakthrough, a process aimed at raising the profile of Indigenous economies. Thanks to its extensive experience in organizing impactful events and forging alliances with diverse stakeholders, they have helped us bring to the forefront the leaders, both men and women, working on Indigenous economic initiatives. We hope to continue this collaboration in the future, transforming bold ideas into realities, to shift the global paradigm and demonstrate that our communities, with the right support, can be a key part of the solution for an economy with a positive impact on the planet."

MICHEL LAFORGE, GIFT INITIATIVE, GATC.

"

N4C has supported our goal of bringing our NbS policy brief and updated youth statement on NbS to an international audience at COP30, making possible our presence and incidence through funding and space at their pavillion. N4C has also had an impact on our understanding of the power of collective advocacy and shaping a string nature-climate conversation. We are thankful for this partnership and all the support you have provided to our projects!"

YULIANA RODRIGUEZ MONGUI, DEVELOPMENT DIRECTOR, YOUTH4NATURE



Local producers showcase the Amazon vanilla, a high-value product cultivated by Indigenous-led enterprises in the Napo region. Credit: Soraia Ribeiro – Regions4



Credit: N4C

Indigenous Economy Breakthrough Workshop

This work came to life in early 2025 in Shandia, Napo Province, Ecuador, where N4C co-led the Indigenous Economy Breakthrough workshop (more images of the workshop here), convening 80 Indigenous leaders and allies for five days of dialogue and learning. The gathering produced policy briefs and case studies that reinforced calls for direct funding and land rights, helping shape key breakthrough moments later reflected at COP30.



Credit: GATC

Global Indigenous Facility for Trade

N4C supported the launch of the Global Indigenous Facility for Trade (GIFT) during Indigenous Business Week, spotlighting entrepreneurship and cultural tourism.



Credit: GATC

Pathways to Scaling Indigenous Economies

At LCAW, N4C joined high-level discussions hosted by Lord Goldsmith and FFORA, alongside Brazil's Minister for Indigenous Peoples and investors, exploring pathways to scale Indigenous economies and de-risk finance through mechanisms such as the TFFF and the Tenure Facility.



Credit: N4C

Indigenous and Community-led Day at COP30

N4C co-hosted spaces at COP30 and a dedicated Indigenous and Community-led NbS thematic day, ensuring Indigenous advocacy shaped global climate conversations and negotiations.



Zulfa Hassan, founder and chairwoman of the Mtangawanda Women's Association, stands in the mangrove plantation that they manage at a restoration site near Mtangawanda, Lamu, Kenya. Credit: Sarah Waiswa

FUNDING STATUS

RESOURCING IN A YEAR OF UNCERTAINTY

N4C's work is only possible thanks to the dedication and funding support of our coalition members, partners, sponsors, and generous donors. A special thank you goes to TNC – our institutional home – for standing by us since the beginning and providing additional grant funding this year. 2025 has been financially challenging across the movement. Many of our members have faced tough decisions, and so we are especially grateful for continued support despite these pressures.

N4C has felt these challenges too. Our main philanthropic grant ends in December 2025. Civil society sponsorship of the Nature Hub has also dropped off, as members work to close their own funding gaps. Together, these shifts have meant operating on a reduced budget and making cuts, while ramping up and diversifying fundraising efforts.

Emergency grant funding safeguards the secretariat staff costs until June 2026, giving us a window to secure core funding. New philanthropic and grant funders have stepped in to support events and keep key workstreams moving. Corporates are beginning to play a more active role in sponsoring the Nature Hubs. Membership fees continue to provide a small but important contribution to our core costs.

2026 IS MISSION CRITICAL

As we look to the year ahead, we face uncertainty and opportunity. Our mission is clear: to resource and strengthen collective action for nature at a time when it matters most.

N4C provides a global communications and advocacy platform that elevates the visibility and uptake of NbS. The coalition brings alignment where fragmentation once prevailed, crafting unified messaging and evidence-based narratives that reach decision-makers through campaigns, advocacy, media engagement, policy briefings, toolkits, and a strong presence at major events – ensuring that nature remains a central pillar of climate action.

The years ahead mark a decisive shift. As implementation accelerates, the narrative must evolve: NbS are not just environmental interventions, but economic strategies that underpin inclusive growth, resilience, public health, and sustainable development. In 2026, N4C hopes to build tools, evidence, and partnerships that embed NbS deeper into economic planning and decision-making.

At a time of growing urgency and constrained resources, sustaining this collective effort is critical. For the first time, we are publicly asking for help: advice, funding, and fresh ideas. This is your opportunity to shape the next chapter of N4C and keep nature at the center of climate action.

> *We need a true collective effort for nature-based solutions... a task force for a new cycle of prosperity that promotes justice, protects our common home and at the same time fights inequality and poverty."*
>
> **MARINA SILVA, MINISTER OF THE ENVIRONMENT AND CLIMATE CHANGE, GOVERNMENT OF BRAZIL**

> *Investing in nature is good for humanity's bottom line. Any economic argument that tells us differently is faulty ... nature is sending us its invoices... in the form of natural disasters."*
>
> **INGER ANDERSEN, EXECUTIVE DIRECTOR & UN UNDER-SECRETARY GENERAL, UNEP**

> *No business will be successful and competitive, no economy will be resilient, and no society will be healthy in the future, if short-term decisions mean degrading the very foundations – i.e. nature – on which they are built."*
>
> **EVA ZABEY, CEO, BUSINESS FOR NATURE**



Members of the Pate Women's Association stuff nursery bags with mud in preparation of the propagule planting process at the mangrove Restoration site in Pate, Lamu. Copyright © Sarah Waiswa

WORTH READING



Credit: Jen Stebbing/N4C.

Durability, not permanence: Why we must act on natural climate solutions now

World Economic Forum opinion piece shaped by N4C, signed by Bronson Griscom & Susan Cook-Patton.



Credit: Arin Sang-urai/N4C

Financing Forests: Complementarities Between TFFF and Jurisdictional REDD+

Supported by N4C's Trust Building Group, this paper explores how TFFF and JREDD+ can close half the tropical forest finance gap by 2030.



Credit: André Guajajara/Mídia Ninja

Stories from the Belém Desk

Following a joint press trip to Pará organized by N4C, iCS, and TNC, Catherine Early and seven other international journalists produced 15+ stories ahead of COP30, including The Brazil cattle farmers regenerating hope for the Amazon by Reuters and COP30 shines spotlight on sociobioeconomy by The Ecologist.



Credit: Ueslei Marcelino/COP30.

COP 30 Delivers Progress — But Seems to Have Missed Its Moment

N4C reflects on COP30: where did the summit deliver, and where did progress fall short.



Credit: Carbon Tanzania.

What my Masai Community Thinks About Carbon Credits

Backed by N4C, Kisaro Thomas Lombutwa shares how his Tanzanian community uses carbon credits to protect land and fund education — strengthening trust in voluntary carbon markets.



Credit: Nature's Newsroom/N4C

Money Moving in the Right Direction - Business Momentum at COP30

Corporate leaders, investors, and NGO experts speak with Nature's Newsroom at COP 30 to demonstrate how the private sector is coming together to show momentum and commitment to investing with nature.



Credit: Rafa Neddermeyer/COP30 Brasil Amazônia/PR.

All Eyes on Belém: Can COP30 Make Forest Finance Work?

N4C reflections from the Belém Desk media briefing on the Forest Finance Roadmap, developed through the Forest Climate Leaders Partnership (FCLP) with Brazil and UNEP.



Credit: Hermes Aruzo/COP30.

A Message from the People to the Leaders of the People's COP

N4C powered COP30 with over 60 interviews from the Blue Zone, amplifying voices and action on the ground. Video of solidarity released after COP30 negotiations halted by fire.

ACKNOWLEDGEMENTS

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- Ben Jack, Director
- James Lloyd, Strategy and Advocacy Lead
- Patricia Da Matta, Communications Lead
- Emmylie Borg, Strategic Partnerships Lead
- Nimshani Khawe, Membership Coordinator
- Mariana Ceccon, Communications Coordinator
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COALITION MEMBERS

Birdlife International, Conservation International, Cornell Atkinson Center for Sustainability, Environmental Defense Fund, Fauna & Flora, Food and Land Use Coalition, Forest Stewardship Council, Global Mangrove Alliance, International Fund for Animal Welfare, International Union for Conservation of Nature, Live and Learn Environmental Education, National Audubon Society, Restor, 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, Wetlands International, Wildlife Conservation Society, Women's Earth Alliance (WEA), Woodwell Climate Research Center, World Business Council for Sustainable Development, World Resources Institute, WWF (World Wildlife Fund), Youth4Nature.

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JOIN US IN UNLOCKING NATURE'S FULL POTENTIAL TO DRIVE CLIMATE SOLUTIONS

If your organization 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 Ben Jack, ben.jack@tnc.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

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