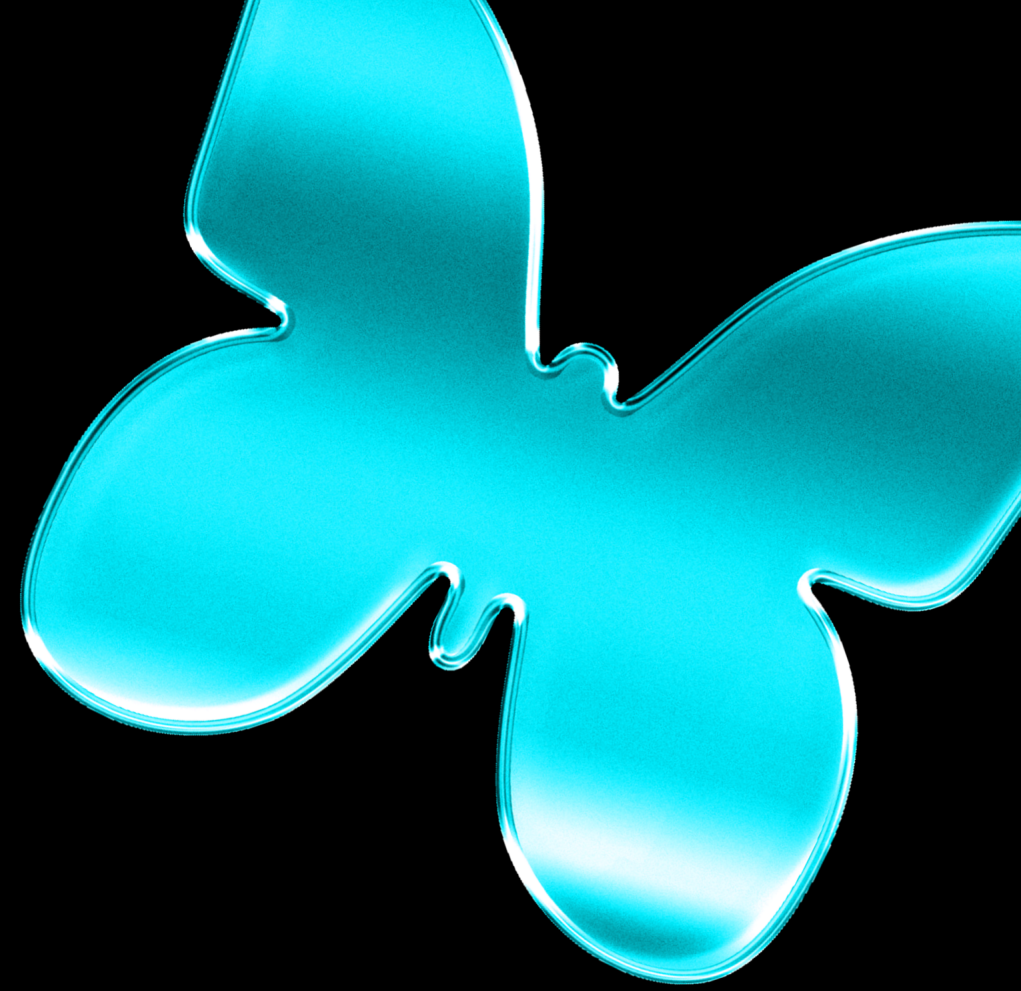


Biodiversity Credits: **What They Are and** **Why They Matter.**

January 2025



Contents

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**1. A biodiversity credit is
a unit of biodiversity gain.**

**A biodiversity credit
represents a measurable
improvement in biodiversity.**



Business as usual



Business as usual



Project intervention



Business as usual



Project intervention



Outcome



Business as usual



Project intervention



Outcome

2. Biodiversity credits drive voluntary finance into conservation by creating a business case for biodiversity gain.

Companies, financial institutions and governments can use biodiversity credits to reach their goals, alongside other efforts.

**Project developers take
action to enhance
biodiversity, and
generate supply of
biodiversity credits.**

Biodiversity Offsets

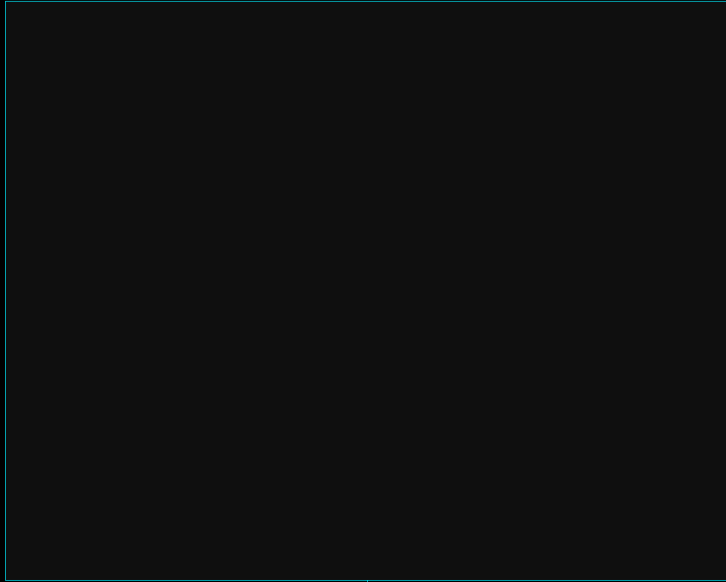
Biodiversity Credits

Biodiversity
Offsets

Biodiversity
Credits

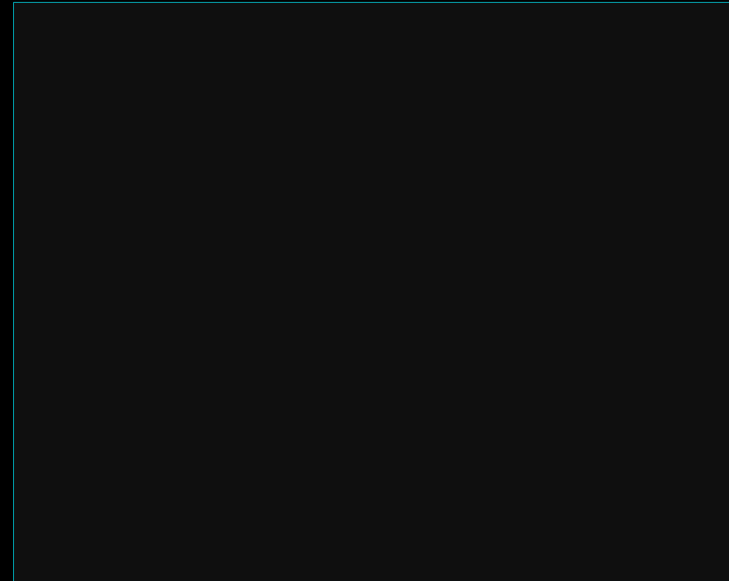
3. The business case in action.

Business as usual



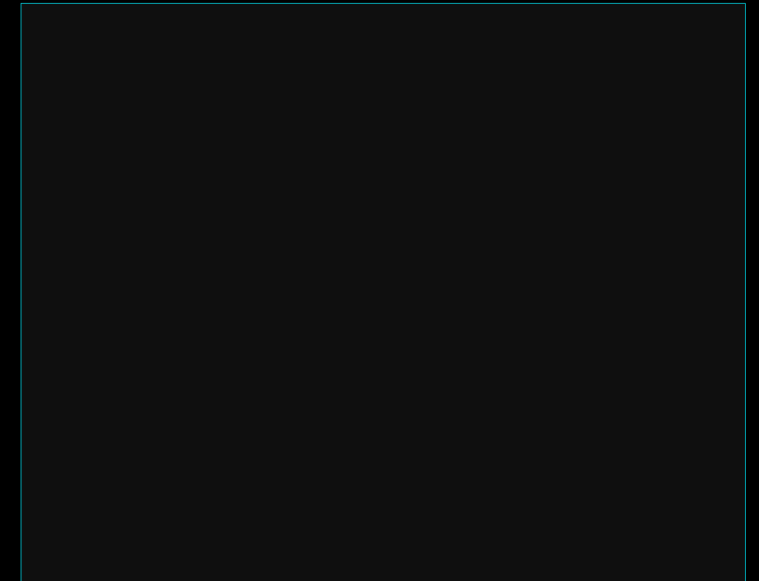
Company X

Project Intervention



Company X

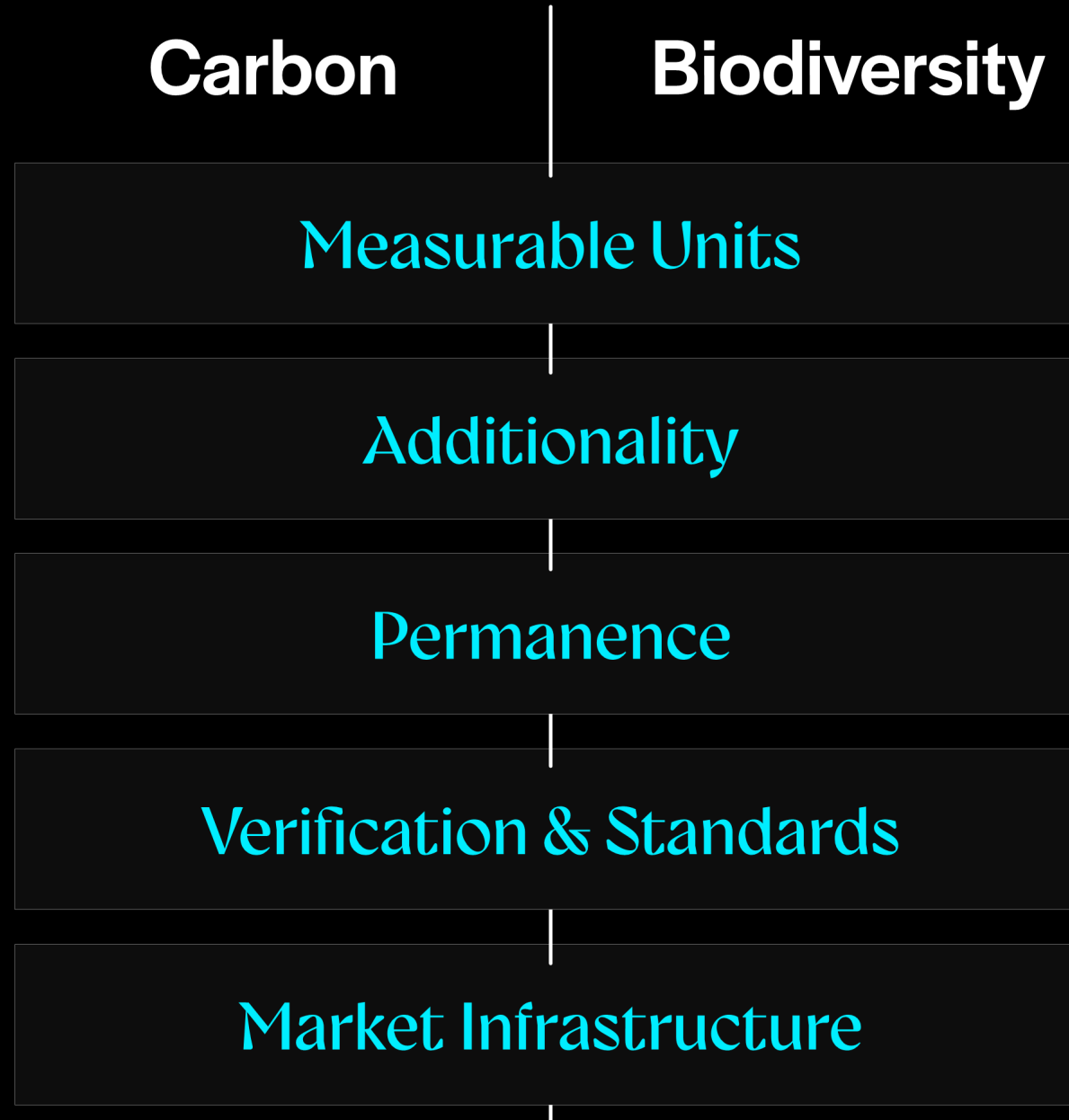
Outcome



Company X



4. The principles of biodiversity credits mirror carbon credits.



**5. But there are key distinctions:
biodiversity credits vs. carbon credits.**

1 Complexity

2 Local Specificity

3 Non-Fungibility

4 Offsetting vs. Contributions

5 Market Maturity

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