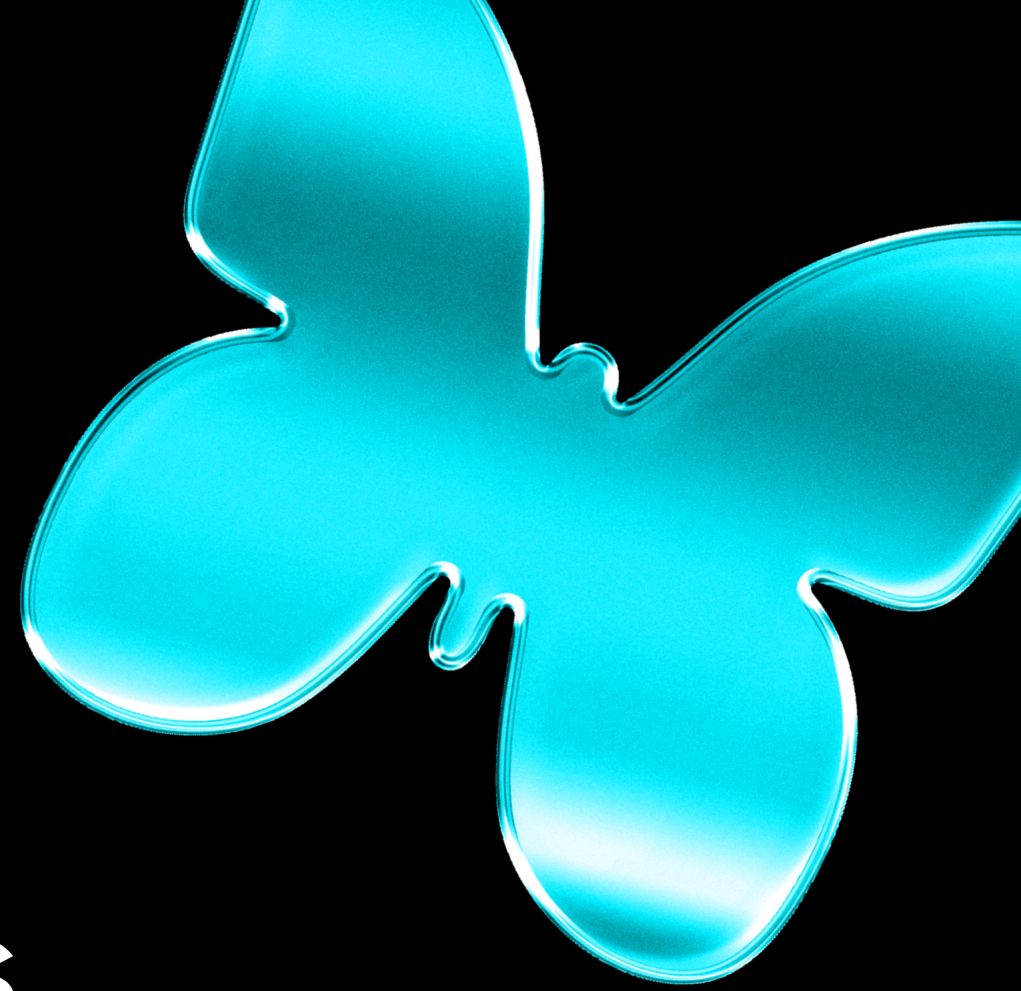


# Nature: Everyone's Business

January 2025



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# **1. Nature is in Crisis, and the Economic Impacts are Here.**

# Over half of the world's GDP relies on Nature.

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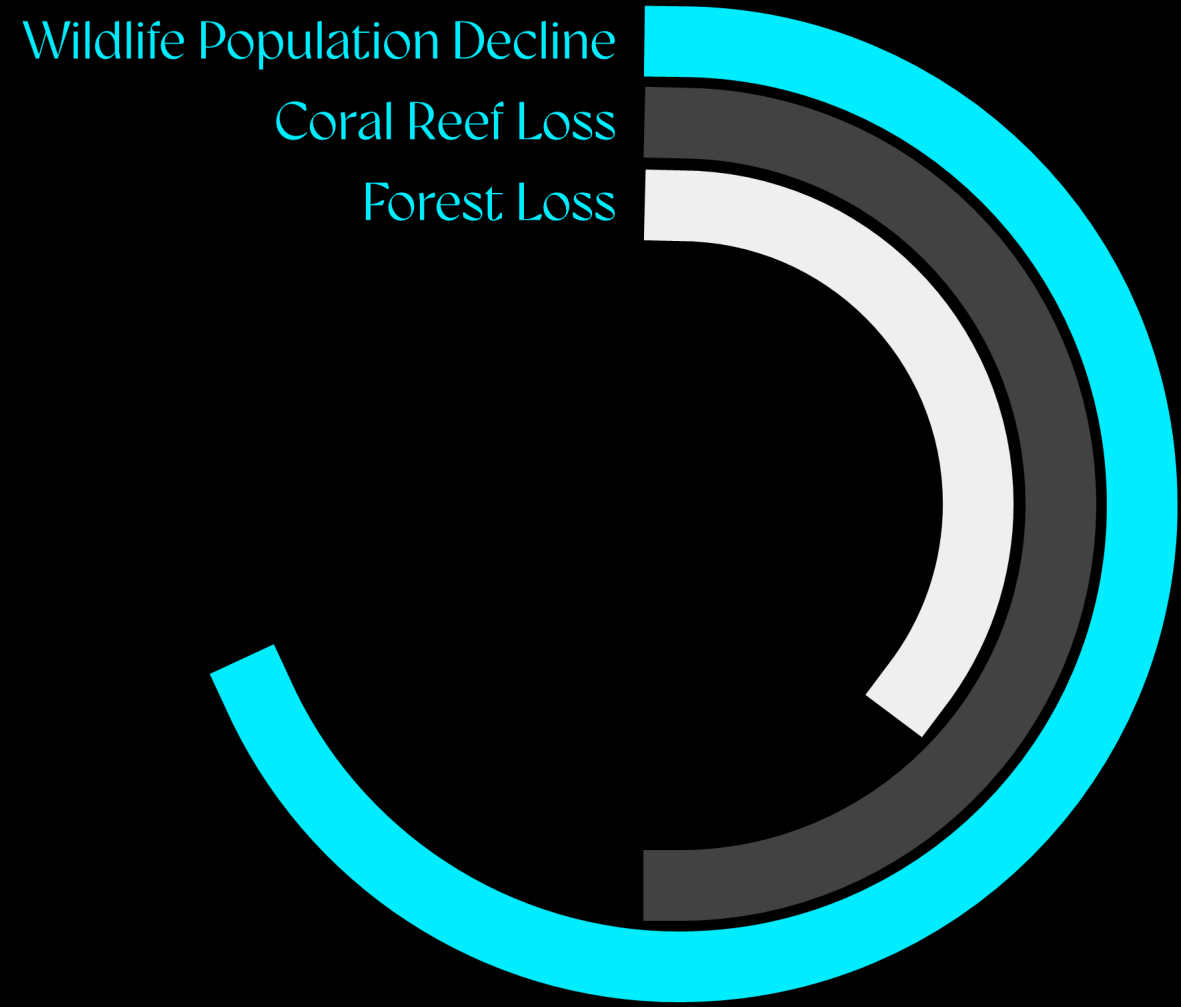
**Source:** World Economic Forum, 2020, Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy.

**All sectors are  
connected to, and  
dependent on Nature.**

**Yet, traditional economic  
models fail to account for  
the value of Nature.**

**Nature has been treated  
as a resource to exploit,  
rather than an asset.**

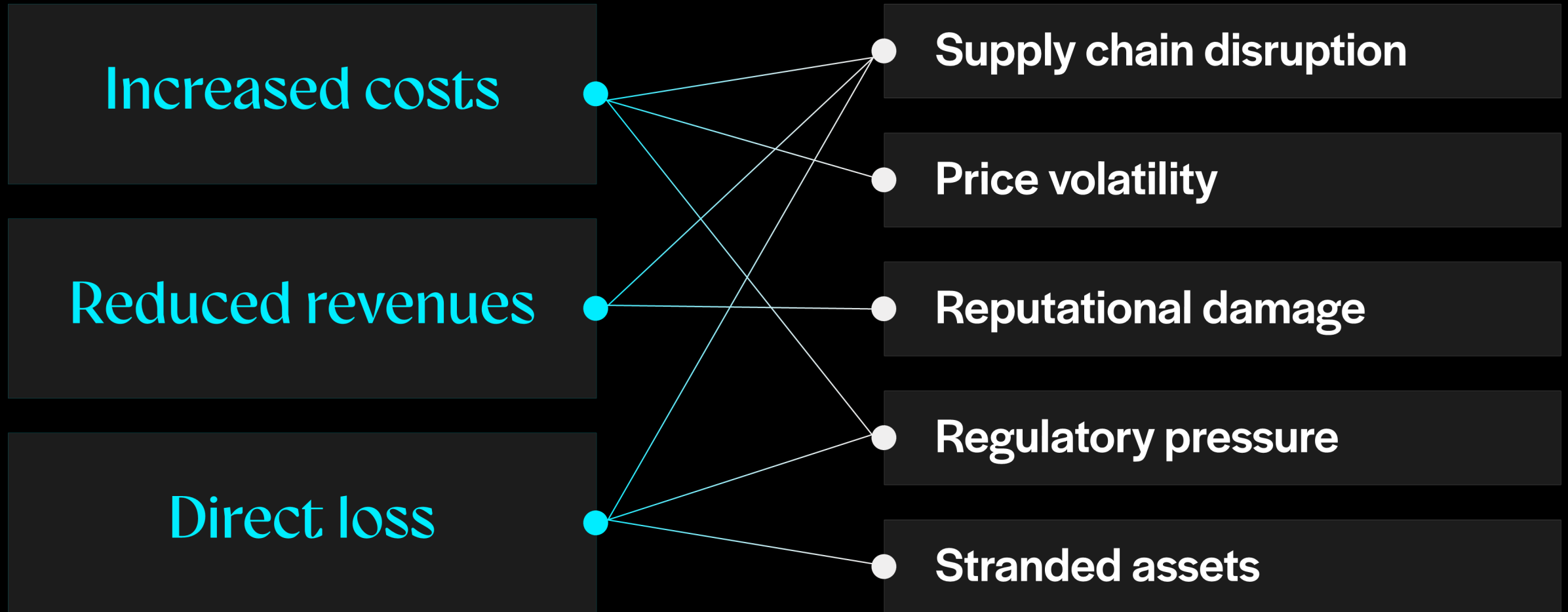
# It's what has led to rapid nature loss.



**Source:**

IPBES, 2019, Global assessment report on biodiversity and ecosystem services  
WWF, 2024, Living Planet Report 2024 – A System in Peril.

## 2. Nature Risk is Business Risk.



**Source:**

1. Supply Chain Disruption. Delays due to water constraints have resulted in estimated revenue losses of USD 36 billion annually for Tesla's factory in Germany.
2. IPBES, 2017, "The assessment report on pollinators, pollination and food production".
3. World Economic Forum, 2020, Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy.



## 3. Nature as **Business Opportunity.**

## New revenues

**\$10 trillion** in opportunities for nature-positive models by 2030.

## Price premiums

**12% – 25%** of customers would pay more for products with sustainability labels.

## Brand loyalty

**20%** increase in customer engagement by highlighting biodiversity-oriented practices.

**Source:**

1. World Economic Forum, 2024, How to unlock \$10.1 trillion from the nature-positive transition.
2. Bain & Company, 2023, The Nature and Biodiversity Playbook for Business.
3. Euromonitor International, April 21, 2022, Jurgita Biceika and Maria Coronado Robles, "Sustainable food: Will consumers pay a premium?".
4. Nature, cited in Bain & Company, 2023, The Nature and Biodiversity Playbook for Business.

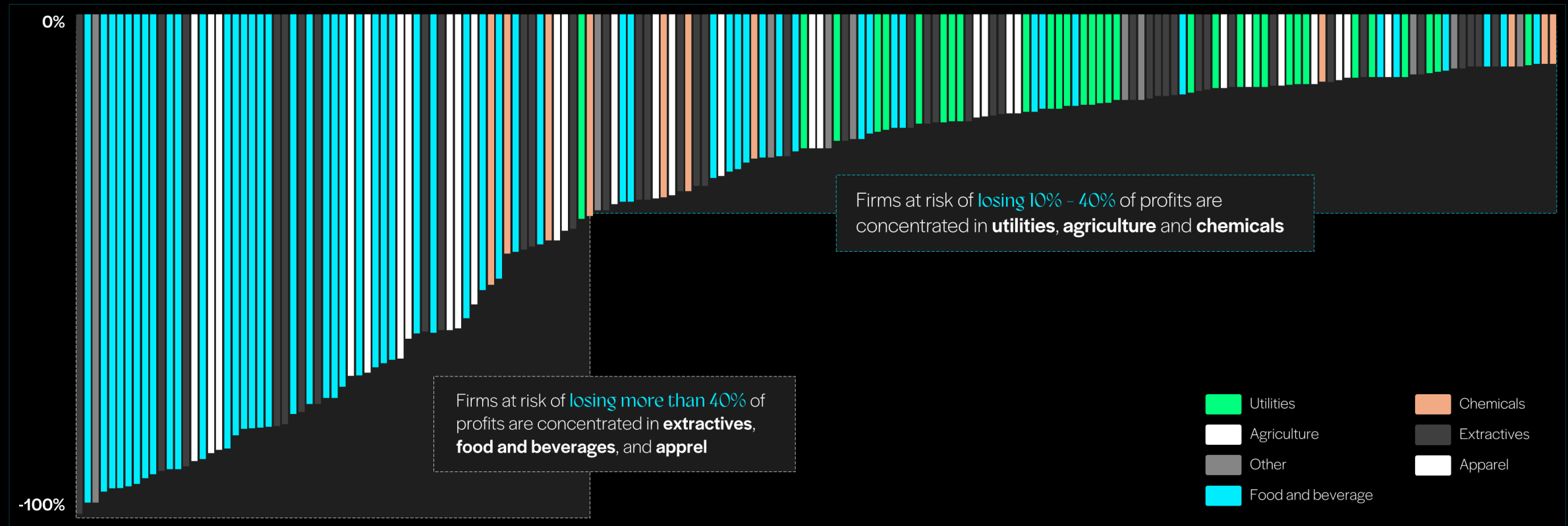
## 4. Nature Risk and Opportunity is **Not Uniform Across Sectors.**

**Some sectors have more significant risks due to heavy reliance on nature.**

**Others have a greater potential to capitalize on opportunities.**

# Companies at risk of losing more than 10% profits due to nature risk.

% change in profits, all sectors, Unmitigated GBF-aligned scenario, 2030



Source:  
McKinsey, 2024, Taking action on nature webinar

## 5. **Nature-Positive:** The Next Frontier for Sustainable Business.

**Nature-positive businesses  
actively restore and  
regenerate ecosystems.**

**Emerging  
Market  
Ecosystem**

**Regulatory  
Landscape**

**Voluntary  
Commitments**



# Share of Fortune 500 companies with carbon vs. nature targets in 2022.



**Data**

**Metrics**

**Business Case**

**Businesses must act now.**

WS

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