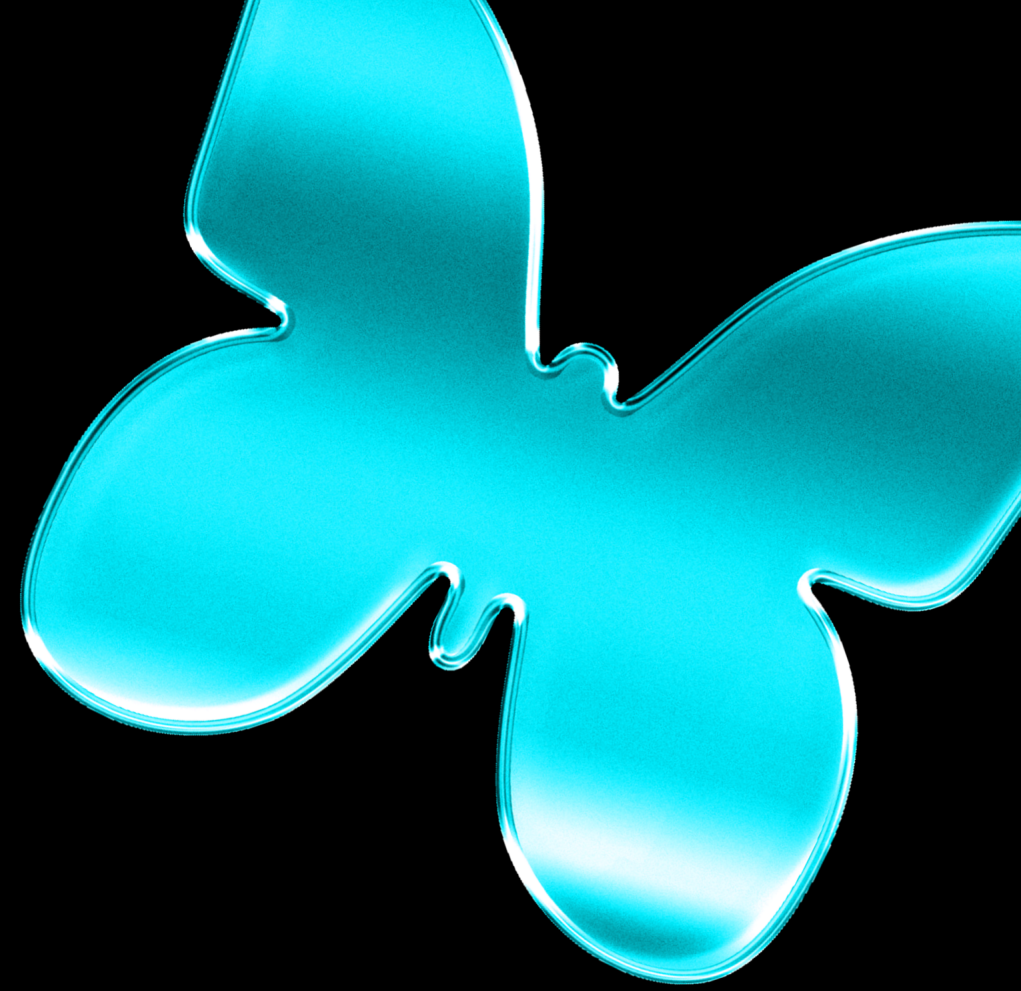


The Biodiversity Market: **Simplified.**

January 2025



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1. Understand demand - **Voluntary** and **Regulatory** Drivers.
2. Know the difference: **Offset vs. Credits.**
3. Certification: **The Bridge Between Supply and Demand.**
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5. Finance Flows: **Fuelling Growth from All Angles.**

1. Understand demand – **Voluntary** and **Regulatory** Drivers.

Demand

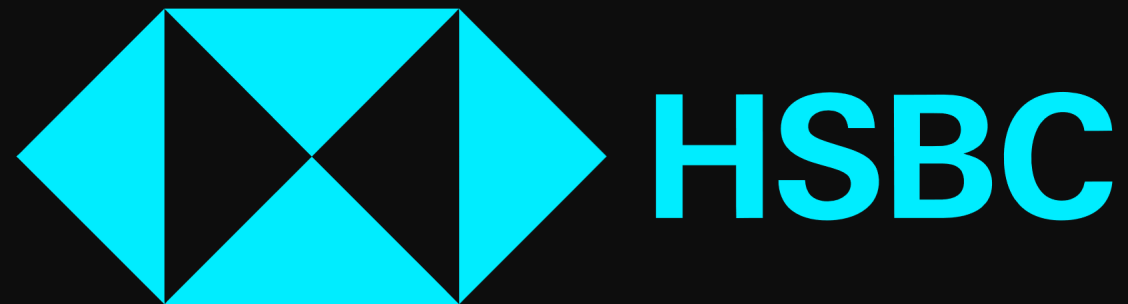
1

Voluntary

Regulatory

Voluntary demand can come from corporates, financial institutions, government agencies, and philanthropists.

Each use credits to meet sustainability goals or fund specific conservation outcomes.



**Regulations are creating
another stream of demand
by requiring companies to
offset harm caused to
biodiversity.**

2. Know the difference: Offset vs. Credits.

Demand

1

Supply

2

Offsets (Regulatory)

Credits (Voluntary)

Biodiversity Offsets

Regulatory

Like-for-Like

Biodiversity Credits

Voluntary

Non-location specific

Unlike carbon credits,
biodiversity credits
do not have a
universal metric.

3. Certification: The Bridge Between Supply and Demand.

Demand

1

Supply

2

Certify

3

Certify

3

Standards

Methodologies

Certify

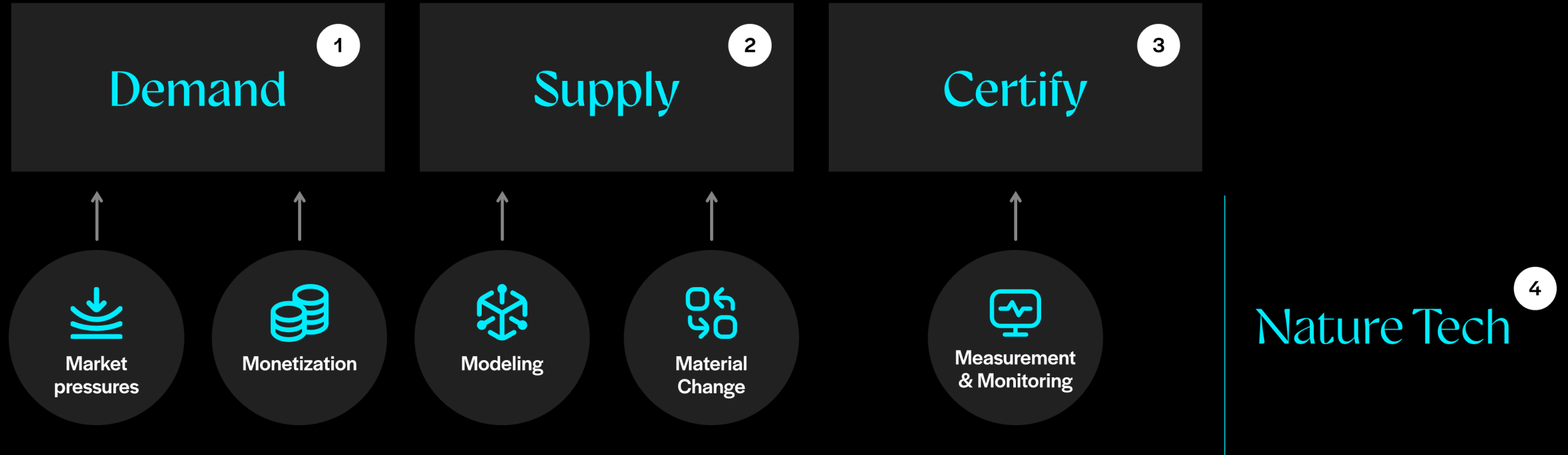
Standards

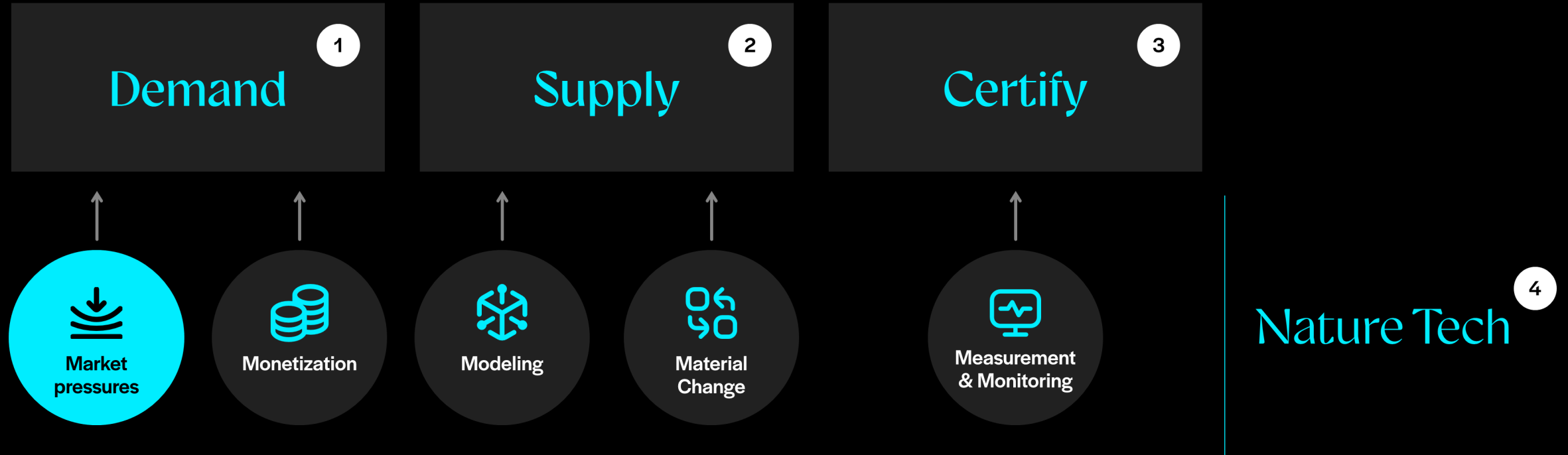
Methodologies

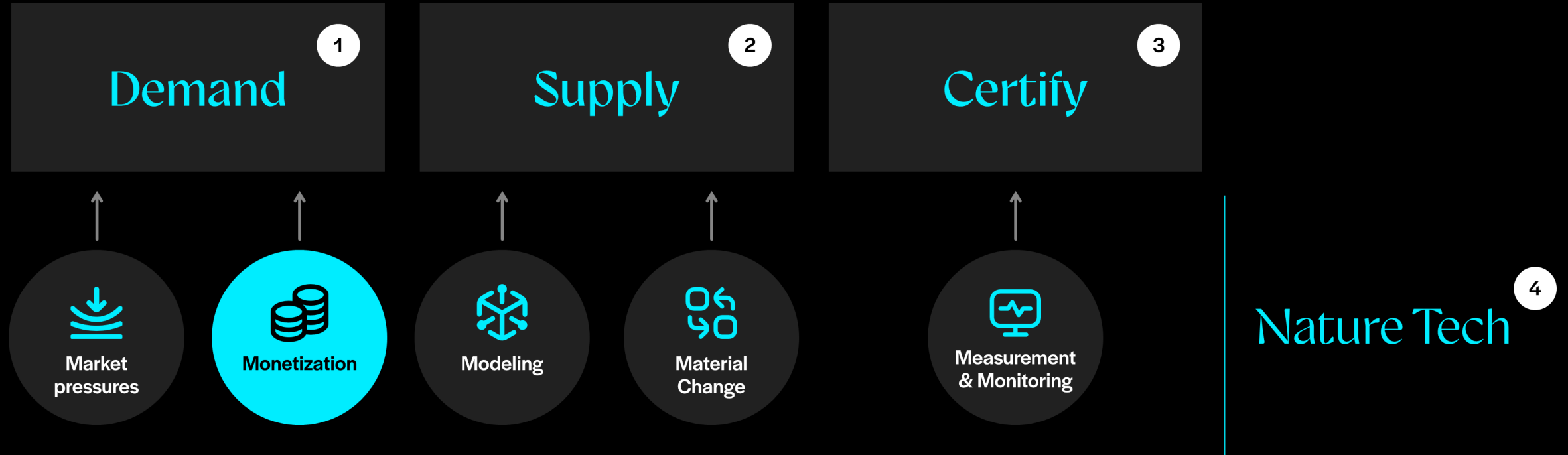


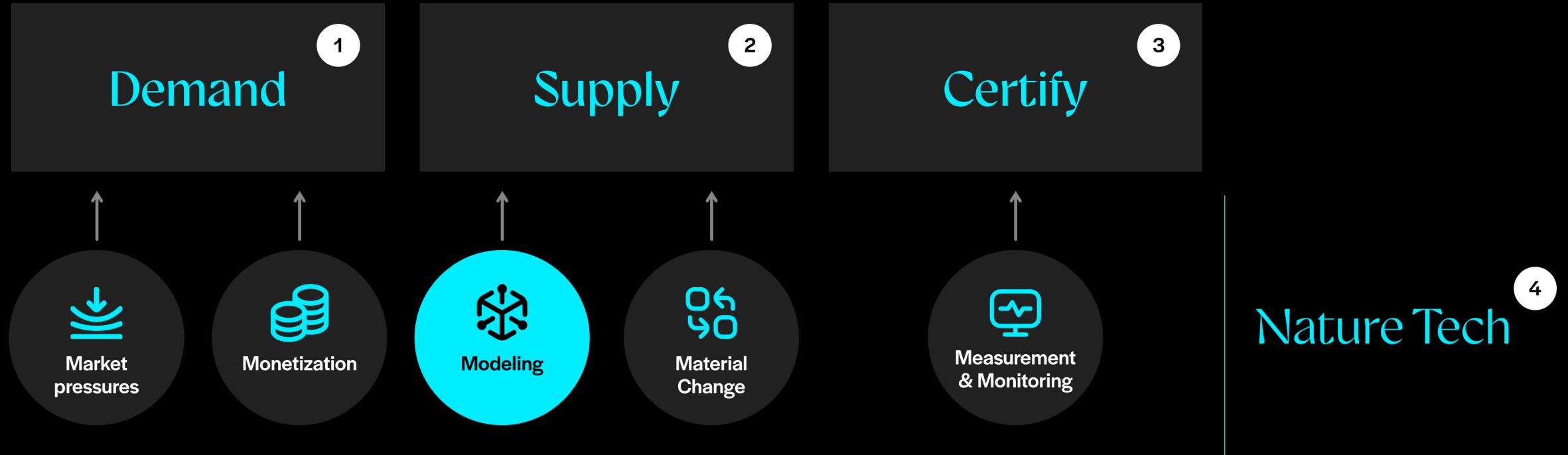
**As the market grows,
certification will need
clearer definitions and
sharper distinctions
between standards and
methodologies to enhance
transparency and credibility.**

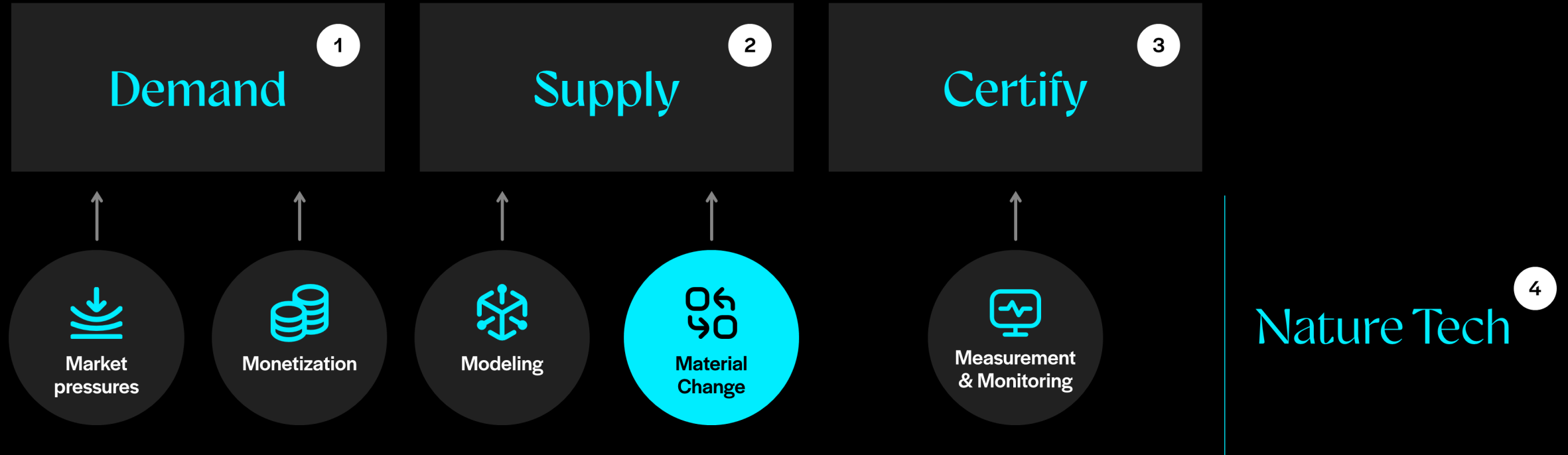
4. Nature Tech solutions support demand, certification, and supply.

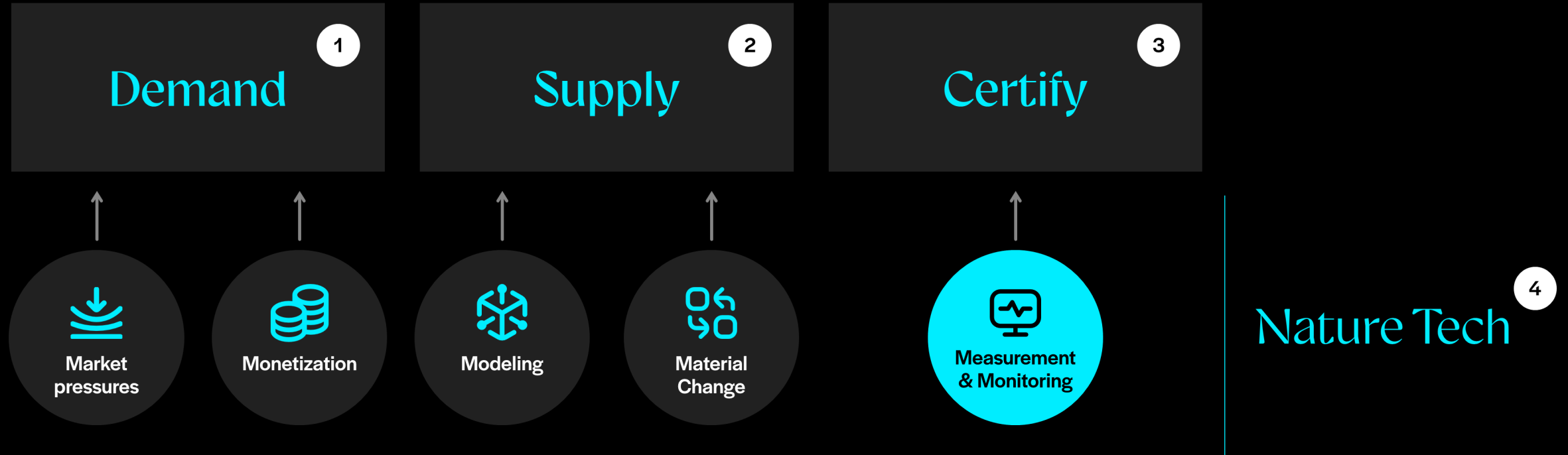




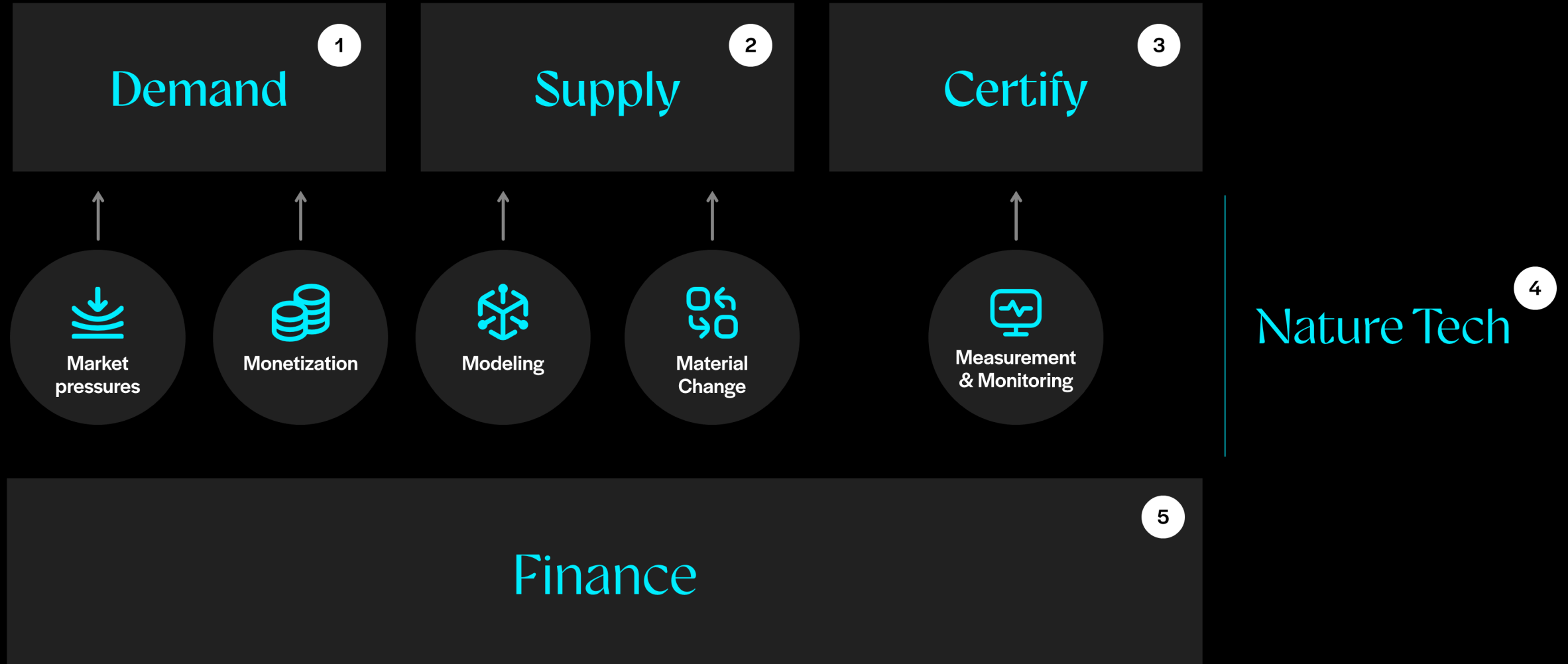








5. Finance Flows: Fuelling Growth from All Angles.



Demand

Purchase offsets or credits.

Philanthropy

Kickstart early projects.

Venture Capital

Invest in nature tech start-ups.

Project Financiers

Finance projects for economic returns.

WS

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