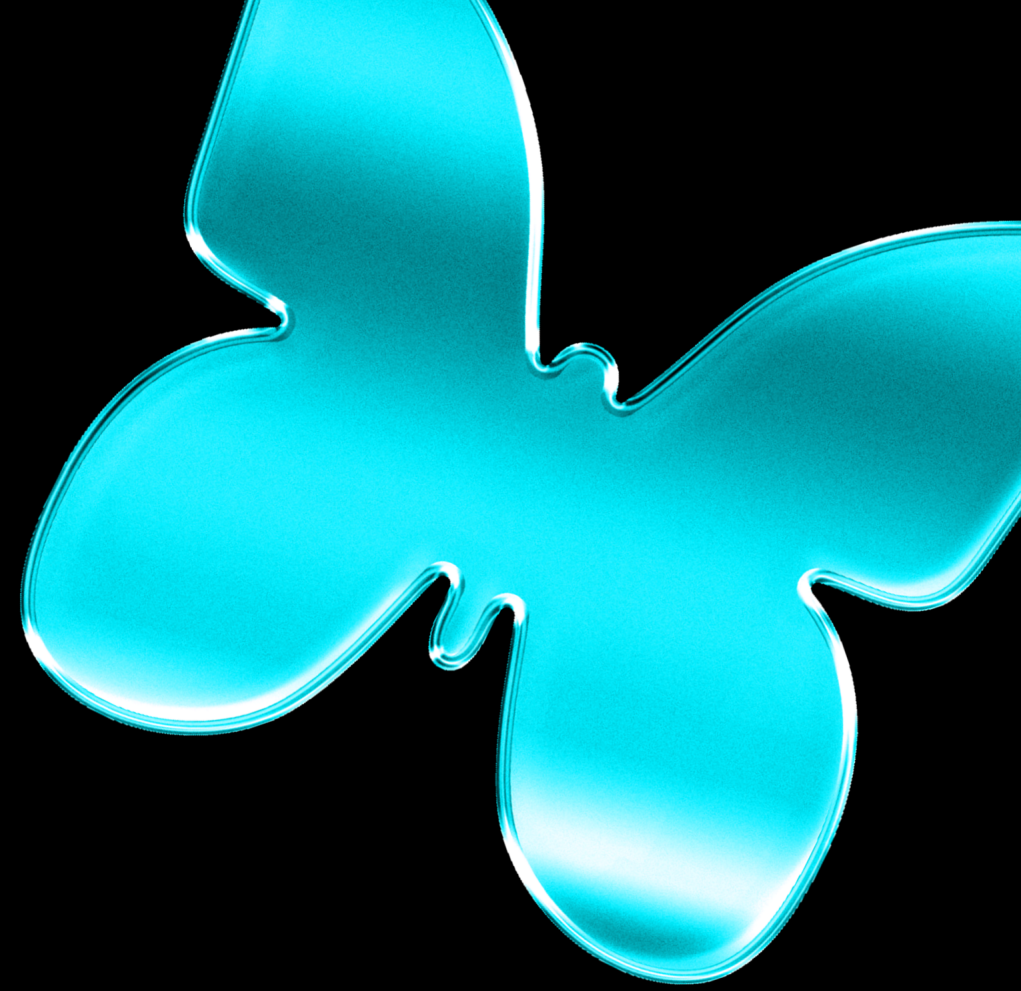


Where Nature Meets Markets: How Offsets and Credits Fit.

January 2025



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**1. Nature markets are a way to
channel finance to nature.**

**Nature markets assign
financial value to
ecosystem services and
conservation outcomes.**

**Biodiversity
Offsets**

**Nature-Based
Carbon Credits**

**Biodiversity
Credits**

**Voluntary
Markets**

**Regulatory
Markets**

2. Regulatory biodiversity offsets dominate financial flows in nature markets.

**Nature markets
vary significantly in
size and maturity.**

12 B

Biodiversity Offsets

Source: UNEP, State of Finance for Nature, 2023.

12 B

Biodiversity
Offsets

<2B

Nature-Based
Carbon Credits

12 B

**Biodiversity
Offsets**

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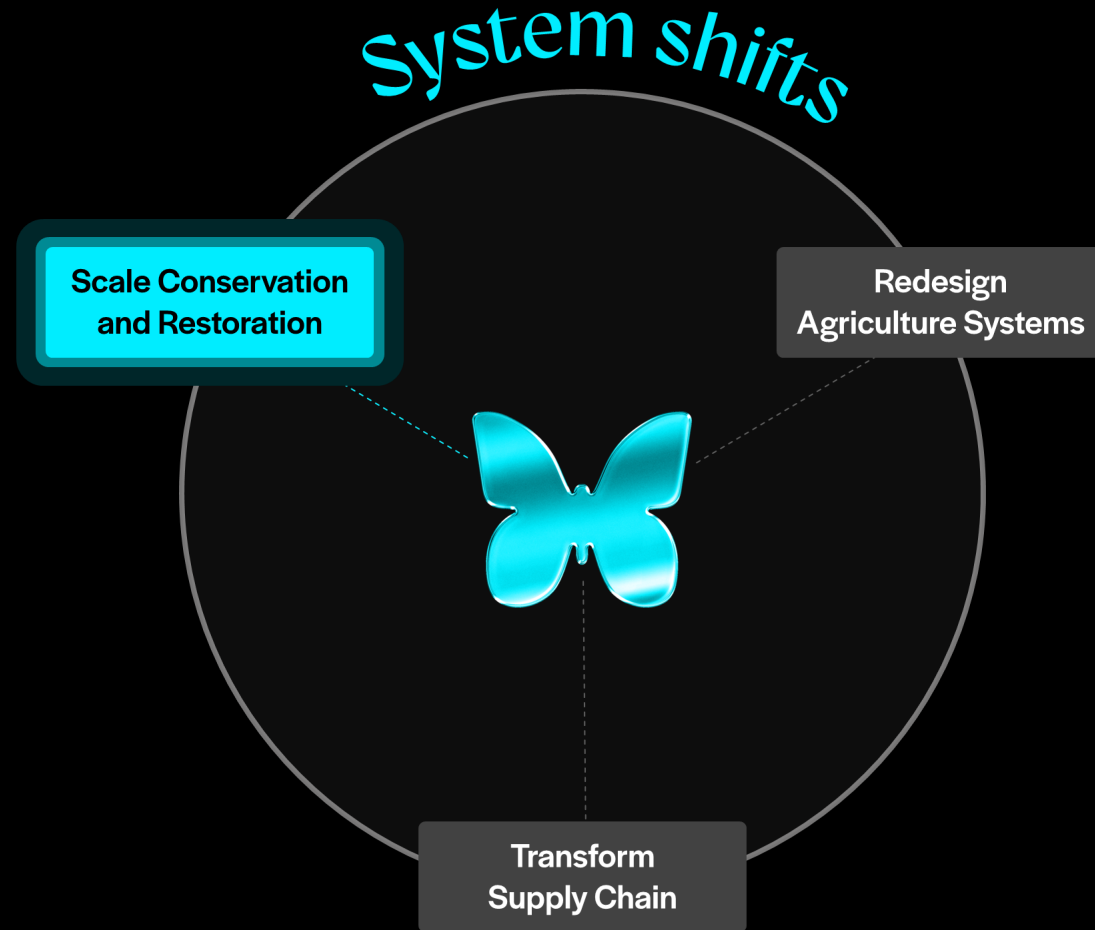
**Nature-Based
Carbon Credits**

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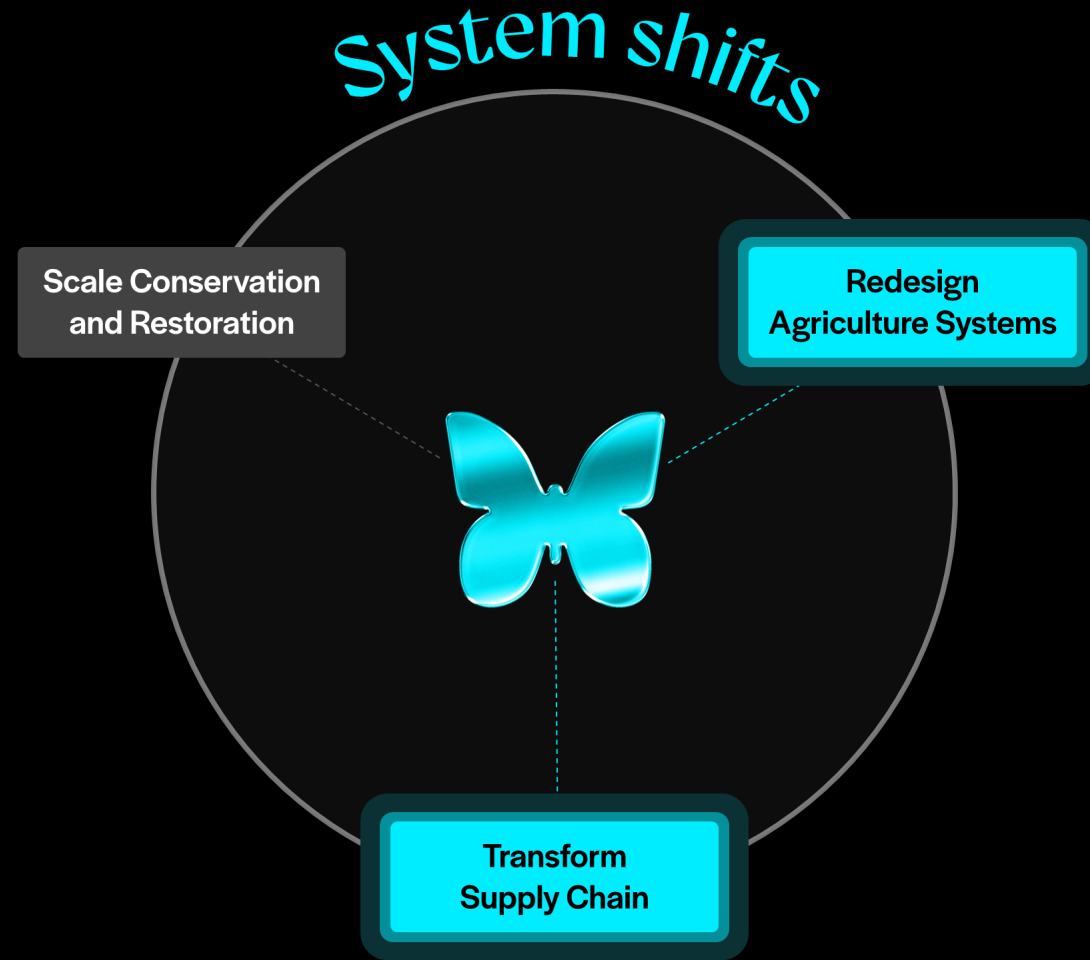
**Biodiversity
Credits**

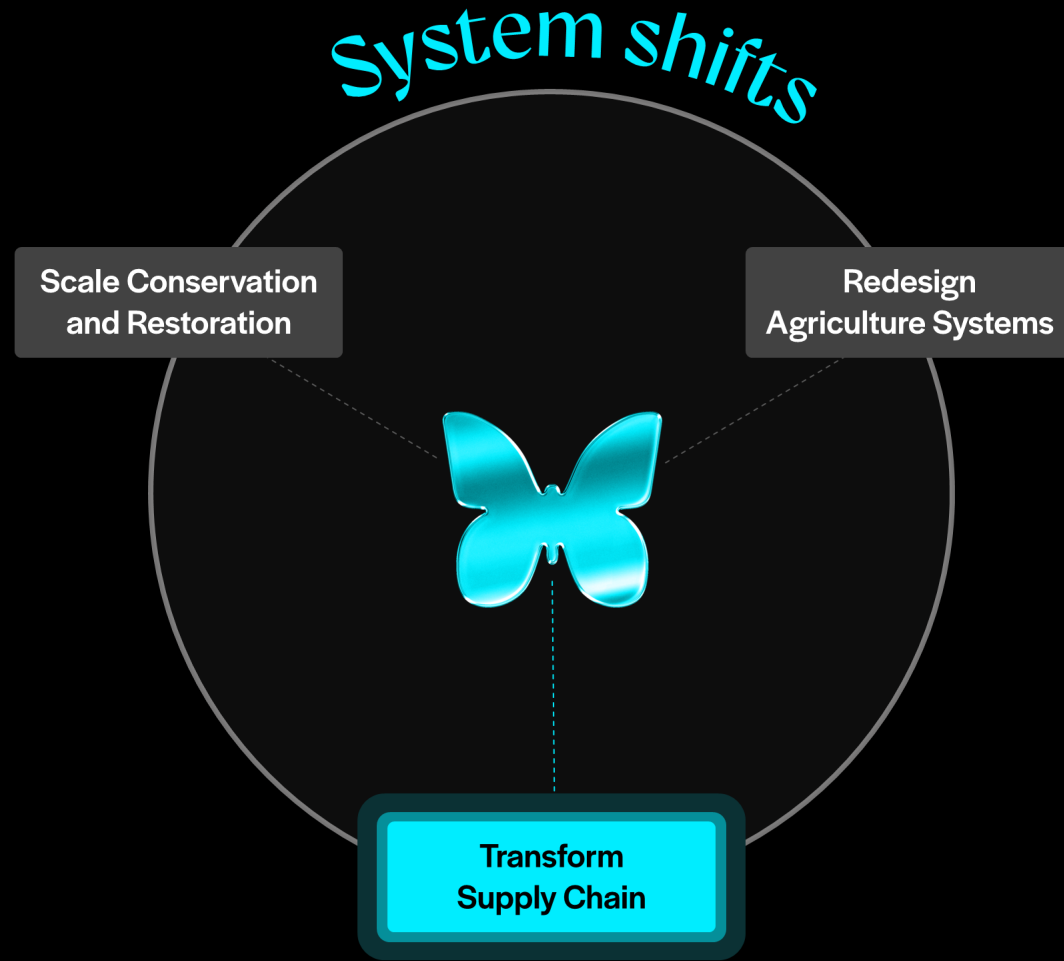
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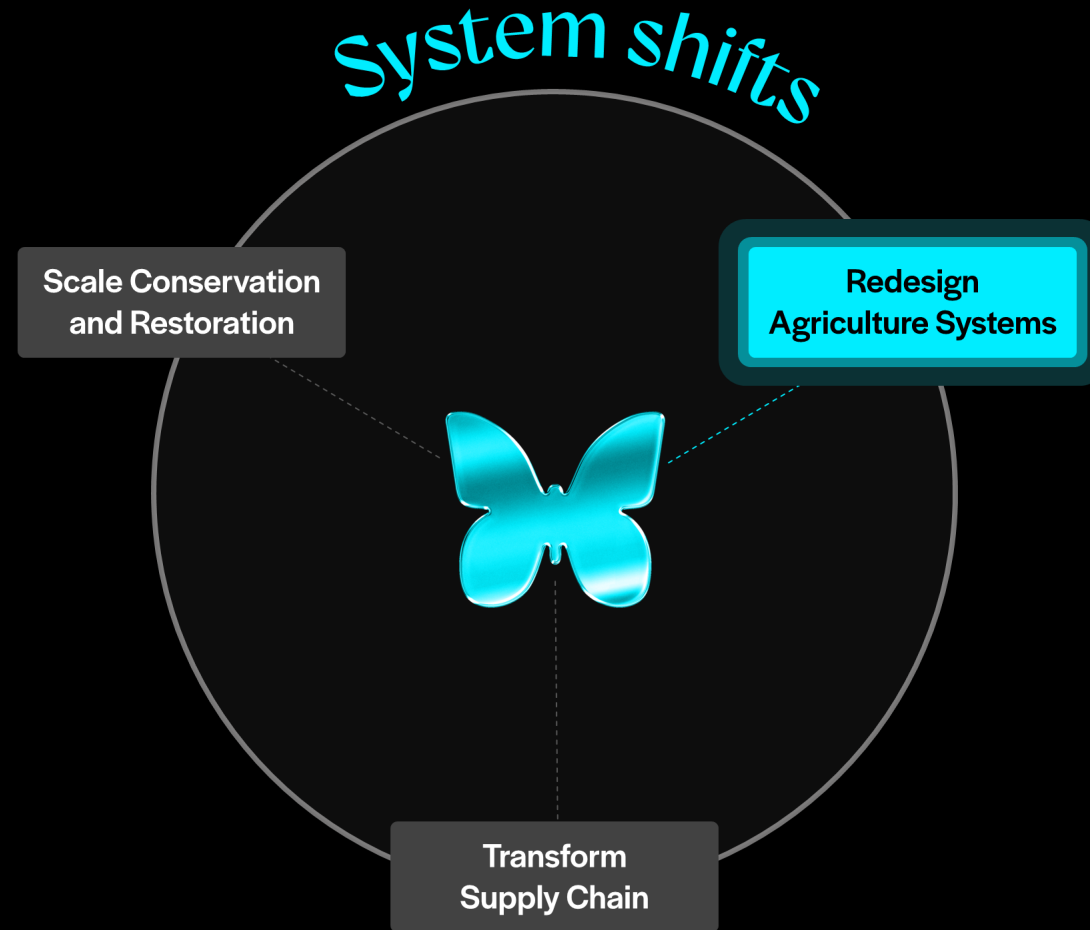
3. Nature Markets **Directly** Support **Scaling Conservation and Restoration.**



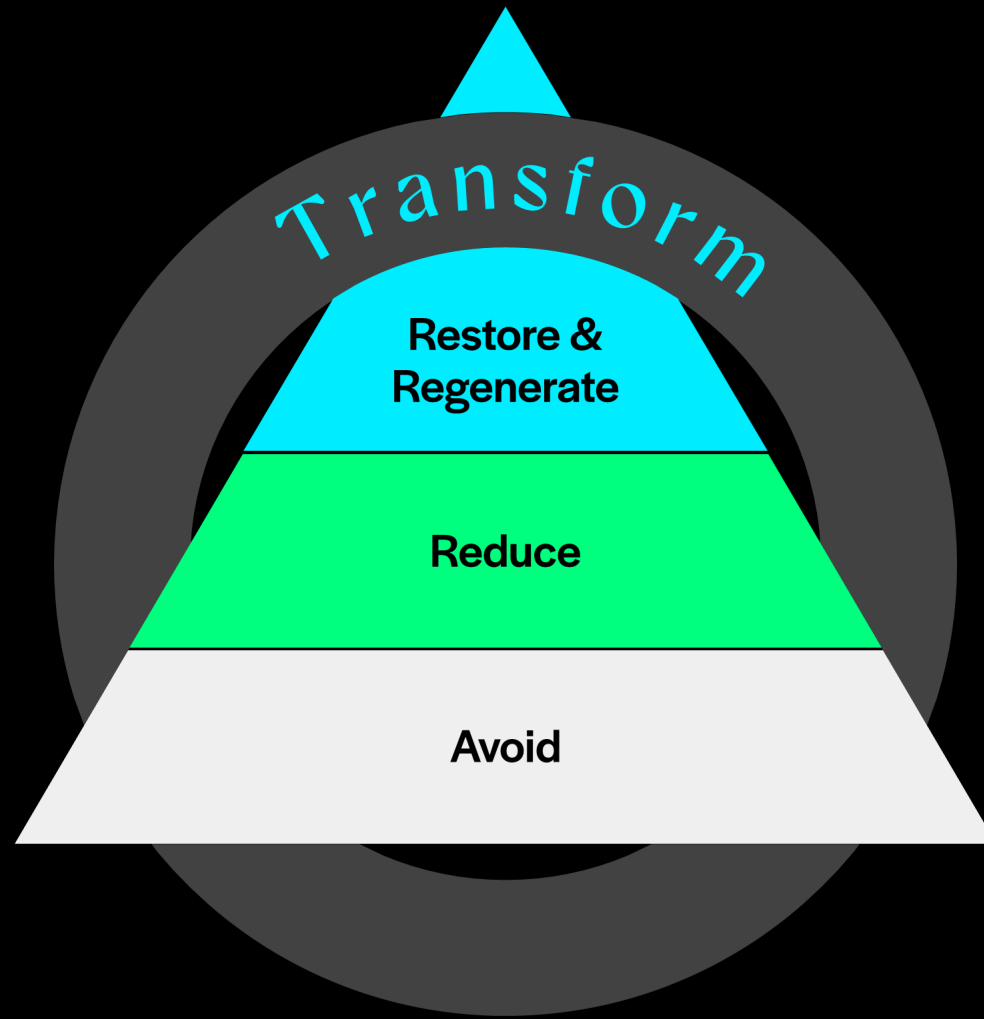
4. Nature Markets **Indirectly** Support **Transforming Supply Chains and Redesigning Agricultural Systems.**







5. The Integrity Challenge and Solutions TL'DR.



**Biodiversity
Offsets**

**Nature-Based
Carbon Credits**

**Biodiversity
Credits**

WS

wildsight.co
hello@wildsight.co

86-90 Paul Street
London, EC2A 4NE