

GEF-8 REQUEST FOR MSP (1-STEP) APPROVAL

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General Project Information

Project Information

Project Title:

Private Finance and Investments for Nature Positive: Developing a Framework and Guidance for Financial Institutions

Region: Global	GEF Project ID: 11925
Country(ies): Global	Type of Project: MSP
GEF Agency(ies): WWF-US	GEF Agency Project ID: G0074
Project Executing Entity(s): Finance for Biodiversity Foundation	Project Executing Type: CSO
GEF Focal Area (s): Biodiversity	Submission Date: 3/27/2025
Type of Trust Fund: GET	Project Duration (Months): 30
GEF Project Grant: (a) 775,688.00	GEF Project Non-Grant: (b) 0.00
Agency Fee(s) Grant: (c) 69,812.00	Agency Fee(s) Non-Grant (d) 0.00
Total GEF Financing: (a+b+c+d) 845,500.00	Total Co-financing 1,068,000.00
PPG Amount: (e) 50,000.00	PPG Agency Fee(s): (f) 4,500.00
PPG total amount: (e+f) 54,500.00	Total GEF Resources: (a+b+c+d+e+f) 900,000.00

Project Tags

CBIT: No NGI: No SGP: No Innovation: Yes Competitive Window: No

Project Sector (CCM Only):

Taxonomy:

Influencing models, Transform policy and regulatory environments, Convene multi-stakeholder alliances, Demonstrate innovative approaches, Strengthen institutional capacity and decision-making, Stakeholders, Private Sector, Financial intermediaries and market facilitators, Capital providers, Type of Engagement, Partnership, Participation, Consultation, Civil Society, Non-Governmental Organization, Academia, Indigenous Peoples, Beneficiaries, Communications, Strategic Communications, Behavior change, Gender Equality, Gender results areas, Participation and leadership, Knowledge Generation and Exchange, Gender Mainstreaming, Women groups, Gender-sensitive indicators, Sex-disaggregated indicators, Capacity, Knowledge and Research, Learning, Theory of change, Adaptive management, Indicators to measure change, Capacity Development, Innovation, Knowledge Generation, Workshop, Knowledge Exchange, Conference, North-South, Targeted Research

Rio Markers

Climate Change Mitigation	Climate Change Adaptation	Biodiversity	Land Degradation
No Contribution 0	No Contribution 0	Principal Objective 2	No Contribution 0

Project Summary

Provide a brief summary description of the project, including: (i) what is the problem and issues to be addressed? (ii) what are the project objectives, and if the project is intended to be transformative, how will this be achieved? (iii), how will this be achieved (approach to deliver on objectives), and (iv) what are the GEBs and/or adaptation benefits, and other key expected results. The purpose of the summary is to provide a short, coherent summary for readers. The explanation and justification of the project should be in section B “project description”. (max. 250 words, approximately 1/2 page)

There is an urgent need to tackle biodiversity loss and its associated environmental risks. A lack of clear guidance and recognized strategies limits the ability of financial institutions to support the conservation, restoration, and sustainable use of biodiversity.

This Finance for Nature Positive (FfNP) project will address gaps in well-understood and harmonized definitions and criteria in nature finance, by establishing a collaborative space for finance sector professionals to develop a comprehensive “Finance for Nature Positive” framework through a set of focus groups. The project will develop practical guidance meant to help financial institutions identify, assess, and prioritize investments and financing opportunities in both real economy players and countries, with the potential to contribute to the “nature positive goal” of halting and reversing biodiversity loss by 2030 by delivering measurable positive outcomes for biodiversity.

The project will build upon and operationalize the Finance for Nature Positive working model to produce the Finance for Nature Positive Framework. Furthermore, a set of implementation materials will help finance sector professionals to implement the framework, including case studies, country profiles, financing vehicles, and more, as well as a series of workshops and events. The project will contribute directly to GEF Core Indicator 11, with 600 beneficiaries from the finance sector who, will have an increased understanding and appetite for nature positive outcomes. Supporting goal D and Target 19 from the Global Biodiversity Framework, The project will help catalyze increased financial flows towards nature-related opportunities through the application of the framework, which, over the long term is expected to contribute to Core Indicators 1,3, 4, 5, 6, 8, 9, 10.

Project Description Overview

Project Objective

To address a gap in well-understood and harmonised definitions, criteria, available guidance and associated capacities for private financial institutions, from both the Global North and Global South, supporting their financing and investment in both real economy players and countries with potential to contribute to the nature positive goal

Project Components

Component 1: Constructing a bottom-up, stakeholder-driven framework to guide and align financial institutions in financing and investing in real economy players and countries that contribute to the nature positive goal

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
302,538.00	417,262.00

Outcome:

Outcome 1.1: Increased opportunity for mobilizing financial flows towards the nature positive goal through application of a framework for nature related financing activities and investments

Output:

Output 1.1.1: Focus groups, composed of financial institutions and led by the FfB Foundation Secretariat, are established and coordinated to develop the framework in a stakeholder-driven approach that generates action-learning for finance sector professionals from the Global North and the Global South

Output 1.1.2: A framework and guidance document developed, published and disseminated for identifying and prioritising qualifying real economy players (companies and real assets) and countries that contribute to the nature positive goal, building on financial institution experience —FfB Foundation and UNEP FI members and Global South investor networks communities — and on key international organisations and the scientific community.

Output 1.1.3: One peer-reviewed article submitted for publication that analyses the operationalisation of the finance for nature positive [working model](#) that is used as a foundation of the framework to be developed

Component 2: Content and knowledge application: Guiding and supporting financial institutions in using the framework through the development of implementation materials

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
198,300.00	307,907.00

Outcome:

Outcome 2.1: Financial institutions have enhanced knowledge to implement the framework towards identifying and mobilising capital to support the nature positive goal through both real economy players and countries

Output:

Output 2.1.1: A collection of case studies applying the framework, testing the various pillars and criteria through real economy and/or country-specific cases.

Output 2.1.2: Country profiles of GEF-recipient countries to support financial institutions in their decision-making towards contributing to the nature positive goal to demonstrate practical application.

Output 2.1.3 Policy recommendations for governments and regulators are developed based on project outcomes lessons learned, to call for enabling policies and regulatory frameworks supporting the mobilisation of finance to contribute to the nature positive goal, especially towards GEF recipient countries

Output 2.1.4: Mapped investment and financing opportunities ready for investment, with a focus on the Global South, including existing biodiversity funds and vehicles, that contribute to the nature positive goal.

Component 3: Knowledge management and capacity building

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
169,990.00	198,412.00

Outcome:

Outcome 3.1: Knowledge products are developed and capacity building activities are delivered to a broader group of financial institutions and stakeholders, supporting knowledge and capacity management, uptake, replication and scaling.

Output:

Output 3.1.1: Knowledge products are developed to build capacity for financial institutions.

Output 3.1.2: Capacity building activities conducted for relevant stakeholders utilizing GEF Integrated Programme platforms and other venues.

Output 3.1.3: Online knowledge-sharing workshops for target financial institutions are planned and conducted in partnership with international organisations and Global South investor networks

Output 3.1.4: In-person events for financial institutions and other relevant stakeholders are planned and conducted, particularly during UN CBD COPs and UNEP FI Regional Roundtables

M&E

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
34,344.00	48,299.00

Outcome:

Outcome 4.1: Efficient decision-making and adaptive project management based on a robust and gender-sensitive monitoring and evaluation system

Output:

Output 4.1.1: One monitoring and evaluation system used for the Project's adaptive management with gender sensitive indicators and gender-related results, best practices, and lessons learned regularly reported on

Output 4.1.2: Terminal Evaluation completed

Component Balances

Project Components	GEF Project Financing (\$)	Co-financing (\$)
Component 1: Constructing a bottom-up, stakeholder-driven framework to guide and align financial institutions in financing and investing in real economy players and countries that contribute to the nature positive goal	302,538.00	417,262.00

Component 2: Content and knowledge application: Guiding and supporting financial institutions in using the framework through the development of implementation materials	198,300.00	307,907.00
Component 3: Knowledge management and capacity building	169,990.00	198,412.00
M&E	34,344.00	48,299.00
Subtotal	705,172.00	971,880.00
Project Management Cost	70,516.00	96,120.00
Total Project Cost (\$)	775,688.00	1,068,000.00

Please provide justification

PROJECT OUTLINE

A. PROJECT RATIONALE

Briefly describe the current situation: the global environmental problems and/or climate vulnerabilities that the project will address, the key elements of the system, and underlying drivers of environmental change in the project context, such as population growth, economic development, climate change, sociocultural and political factors, including conflicts, or technological changes. Describe the objective of the project, and the justification for it. (Approximately 3-5 pages) see guidance here

The Financing for Nature Positive (FfNP) project aims to help financial institutions shift away from investments that drive biodiversity loss and toward those that conserve, restore, and promote the sustainable use of ecosystems. By supporting systemic change within the financial sector, the project will strengthen the enabling conditions for nature positive finance and contribute to global biodiversity and climate goals.

The project will have at least 600 beneficiaries (Core Indicator 11), with a target of at least 40% women and 40% men. People benefiting from GEF-financed investments, disaggregated by sex - is the project's primary target indicator. In addition to Core Indicator 11, the project will contribute indirectly to other Core Indicators. In particular, the framework (Output 1.1.2) and the overview of biodiversity instruments and funds (Output 2.1.4) will support financial institutions in identifying, assessing, and potentially investing in terrestrial ecosystems (Core Indicators 1, 3, 4), marine and freshwater ecosystems (Core Indicators 5, 8), and efforts to reduce pressures on nature (Core Indicators 6, 9, 10).

This is a global technical assistance project that will provide support to financial institutions in GEF beneficiary countries, including: a framework,

implementation materials, and focus group meetings to identify nature positive investment opportunities. The provision of technical assistance will occur through global focus groups comprised of a diverse set of financial institutions from both the global north and south. GEF project-funded TA activities will engage with and benefit these GEF beneficiary countries, while there will not be activities financed directly in the countries.

At any point that the Project Management Unit (PMU) and project partners are ready to engage with GEF-eligible countries through global TA activities—for example, to engage with participating financial institutions—the GEF Agency will first write to inform the Operational Focal Point (OFP) of such engagement in their country. The letter will provide an overview of the project and describe the nature of the engagement with financial institutions in their country. It will also extend an offer to answer any questions the OFP may have, as well as share Project Implementation Reports (PIRs) and the project's Terminal Evaluation in due course. Throughout project implementation, WWF GEF will continue to keep OFPs updated through portfolio overviews and the sharing of relevant reports.

The project seeks to achieve the following key target indicators:

- **Project objective:**
 - At least 600 beneficiaries from financial institutions, identified from survey results
 - 100 survey respondents (2 surveys: beginning and end of project) indicating increased appetite for strategies and opportunities that contribute to the nature positive goal, of which at least 40% are women
- **Component 1:**
 - 1 final framework document developed, published, and disseminated
 - 100 survey respondents indicating increased understanding of strategies and opportunities that contribute to the nature positive goal, of which at least 40% are women
 - To organize: At least 8 focus group meetings organised per year
 - Attendance, per year: 40 individuals and organizations (i.e. one individual per organization) with recorded attendance at the focus group meetings.

- **50 endorsements (i.e. authorship, public representation) of the FfNP Framework or its different pillars and implementation materials through visible and verifiable sources**
- **One peer-reviewed scientific article submitted for publication.**
- **Component 2:**
 - **4 country profiles and 2 policy meetings to showcase documents**
 - **1 mapping report with at least 20 flagship initiatives identified and analysed against the framework criteria**
 - **4 flagship case studies highlighting the framework across focus group themes**
- **Component 3:**
 - **To organize and/or attend, per year: 2 stakeholder workshops; 2 financial institution workshops; 1 international conference**
 - **Attendance, per year: 30 individuals and organizations (i.e. one individual per organisation) with recorded attendance at the stakeholder workshops; 50 individuals and organizations (i.e. one individual per organisation) with recorded attendance at the financial institution workshops.**
 - **Development of 4 knowledge products (1 presentation per focus group) for public communication and dissemination**
 - **Participating in GEF Integrated Programmes to share FfNP project outputs and lessons learned**

Environmental problems and threats

The world is experiencing an alarming decline in biodiversity, including ecosystem degradation and species loss, both of which are exacerbated by climate change. The average size of wildlife populations has fallen by 73% from 1970 to 2020.^[11] Rising global temperatures, shifting weather patterns, and the increasing frequency of extreme weather events put immense pressure on endangered species and critical habitats. These climate-driven pressures jeopardize the stability of ecosystems already under stress, having the potential to produce cascading effects such as

habitat loss, species extinction, and the collapse of entire ecosystems. Current efforts are insufficient to reverse biodiversity and ecosystem loss. A report by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) finds that goals such as the Aichi biodiversity targets may only be achieved through transformative changes across economic, social, political, and technological factors and not at current trajectories. According to the report, good progress has been made towards only about 9% of Aichi targets, while nearly 40% of them are still very far from being achieved.^{[2]²}

Biodiversity loss poses a significant economic threat. Nature provides essential ecosystem services—such as food provisioning, carbon storage, and the filtration of water and air—that are estimated to be worth over \$150 trillion annually, roughly twice the world's GDP.^{[3]³} ^{[4]⁴} Additionally, nearly half of global GDP, approximately \$44 trillion, is moderately or highly reliant on these services.^{[5]⁵} The potential collapse of vital ecosystem services could lead to a staggering economic decline of \$2.7 trillion per year by 2030.^{[6]⁶} Despite an increasing recognition of the value of healthy stores of biodiversity and the services they provide^{[7]⁷}, the finance sector continues to invest in activities that drive degradation.

UNEP's State of Finance for Nature 2026 reveals that in 2023 alone, the finance sector allocated around \$7.3 trillion to activities with harmful impacts on nature—an amount 30 times greater than current investments in nature-based solutions.^{[8]⁸} These funds often support industries such as agriculture, fishing, forestry, mining, infrastructure expansion, and industrial production, all of which contribute significantly to habitat destruction and ecosystem degradation.^{[9]⁹} Analysis by the Rainforest Action Network indicates that over \$395 billion has been directed to these sectors since the Paris Climate Agreement, including \$77 billion from January 2023 to June 2024.^{[10]¹⁰} Investments have also risen by 7%, while credit surged to \$53 billion in 2023, up from \$48 billion in 2022.^{[11]¹¹} In particular, private sector financial institutions are known to finance deforestation. As of October 2022, financial institutions provided \$6.1 trillion to 350 companies linked to deforestation.^{[12]¹²}

This investment pattern poses serious threats to key ecosystems and species, undermining their ability to provide essential services for society and economy.

Future Narratives

The following drivers of change could influence the effectiveness of investments contributing to the nature positive goal in the medium to long term:

1. Climate Change and Environmental Risks

Climate change remains a significant threat to conservation and restoration efforts. Rising global temperatures, shifts in precipitation patterns, and increasing frequency of extreme weather events may undermine nature positive investments by altering the stability of ecosystems and natural resources. In a worst-case scenario, severe climate disruptions, such as prolonged droughts, coastal flooding, and extreme storms, could discourage institutional investment due to perceived instability of ecosystems and nature-based solutions. However, proactive climate adaptation measures and resilient financial frameworks could help mitigate these risks and support long-term investment sustainability.

2. Worsened global economic conditions

Economic downturns, fluctuations in commodity prices, and shifting global trade dynamics may significantly impact the availability of funds for nature positive investments. A global recession could lead to reduced private sector commitments for the nature positive goal.

3. Weakening of global environmental regulations

Government support and policy coherence is essential for creating strong enabling conditions for nature positive investment. A strong regulatory framework with clear investment guidelines could enhance investor confidence and encourage large-scale adoption. However, a rollback on existing environmental regulations could lead to reduced investor confidence in the future of nature positive finance and worse enabling conditions for investment.

Future Scenarios

Several possible future scenarios may shape the landscape of finance for nature positive. These scenarios will be influenced by global economic conditions, climate change, and global environmental policies. The following high-level scenarios provide an illustrative outlook intended to provide a general perspective.

Scenario 1: Moderate climate change, economic growth, strong environmental policies

- Climate change progresses but has a moderate impact. Ecosystems remain resilient to environmental changes, with limited extinctions and no ecosystem collapse. Severe weather events are infrequent and do not cause extensive damage. Institutional investment in nature positive continues at its current rate or increases due to confidence in ecosystem resilience.
- There is global economic growth. Financial institutions are more likely to support social and environmental causes and more likely to accept riskier investment opportunities, including contributions to the nature positive goal. Trust in these investments grows, leading to increased financial flows towards ecosystem restoration, habitat protection, and sustainable resource management.

Global environmental regulations remain with the same levels of increased support from governments and regional bodies. These regulations create strong enabling conditions for nature positive financing which encourages institutional investment in the nature positive goal.

Scenario 2: Moderate climate change, economic stagnation, some rollback of environmental policies

- Climate change impacts are moderate but increasing in severity. Certain ecosystems begin to experience degradation, and biodiversity loss accelerates in vulnerable areas. Severe weather

events, such as hurricanes and droughts, become more frequent, creating instability in some nature based investments.

- Economic stagnation limits financial sector engagement with nature positive investments. Financial institutions prioritize low-risk, short-term returns, reducing capital available for nature positive projects. Without strong economic incentives, private sector interest in contributing to the nature positive goal decreases.
- Governments scale back some environmental policies due to economic constraints and shifting political priorities. Rollbacks in environmental regulations create uncertainty for investors, leading to hesitation in committing to long-term nature positive investments. However, some regional and private sector-led initiatives continue to promote sustainable financing models.

Scenario 3: Severe climate change, economic recession, rollback of key environmental policies

- Climate change effects intensify, leading to widespread ecosystem degradation, habitat loss, and biodiversity collapse. Extreme weather events such as floods, wildfires, and droughts become more frequent and severe, further destabilizing conservation efforts and making nature-based solutions riskier investments.
- A global economic recession reduces the availability of funding for sustainability initiatives. Financial institutions and governments prioritize short-term economic recovery over long-term environmental goals, leading to reduced investment in the nature positive goal. Nature positive finance remains a niche interest, largely reliant on philanthropic and non-governmental efforts rather than mainstream financial support.
- Rollback of key environmental policies weakens regulatory support for conservation finance. Governments relax restrictions on resource extraction, infrastructure expansion, and land-use changes, exacerbating environmental degradation. Without strong regulatory backing, investors face higher uncertainty, reducing large-scale financial commitments to the nature positive goal.

Conclusion

The future of finance for nature positive investments will be driven by climate and nature risks, economic conditions, and policies that contribute to enabling conditions for nature positive investment. In an ideal scenario, strong environmental policies, economic growth, and climate adaptation measures will enable stable and expanding investments in the nature positive goal. However, if economic and environmental conditions deteriorate, nature positive investments could face significant setbacks, requiring innovative financial mechanisms and policy interventions to sustain progress. While the project does not have control over these drivers, it will adapt to them to ensure the resilience of the project. The framework and implementation materials developed by the project will address key investor concerns such as climate and nature risks and reduced support for environmental regulations and provide guidance on adapting to these risks. The project will also build investor capacity for understanding these risks and assessing the ability of countries and real economy players to adapt to and overcome these issues.

The baseline scenario and barriers for project outcomes

International community

Despite its role in biodiversity loss, the private sector can play a significant role in reversing nature loss by supporting the nature positive goal. As such, the international community increasingly

recognizes the financial sector as an important part of the solution to the biodiversity finance gap. For example, Target 19 of the K-M GBF calls on companies and financial institutions to mobilize financial resources from all sources, notably by leveraging private finance, promoting blended finance, implementing strategies for raising new and additional resources, and encouraging the private sector to invest in biodiversity, including through impact funds and other instruments. Financial institutions are responding to this call through a variety of nature-focused pledges, initiatives, platforms and commitments, as detailed in Table 1 below.

The growing recognition of nature-related financial risks and opportunities has led to a proliferation of initiatives, frameworks, and coalitions aimed at integrating nature positive principles into financial decision-making. These growing initiatives are expected to accelerate investments towards contributing to the nature positive goal. For instance, a study from UNEP FI and FfB Foundation found that private finance for nature grew from \$9.4 billion in 2020 to over \$102 billion in 2024.^[13] If the current growth trend continues at the same pace, driven by the activities of this project and efforts to mobilize the private sector towards investments in nature, there is potential for \$1.45 trillion to be directed towards nature-related investment themes by 2030. Various existing frameworks, taxonomies, and relevant initiatives that incorporate criteria applicable to the Finance for Nature Positive Framework will be taken into account. Notable examples include the TNFD's Nature Transition Plan, GFANZ's Net-Zero Transition Plan (NZTP), and the EU Taxonomy, among others.

Initiative	Description	Key Commitments	Current Involvement
Finance for Biodiversity Pledge	A voluntary global commitment by financial institutions to protect and restore biodiversity.	<ul style="list-style-type: none"> Enhance collaboration and engagement around biodiversity. Assess and report biodiversity impacts. Set clear targets for biodiversity by 2024. 	160+ financial institutions managing over \$19 trillion in assets.
UNEP FI Principles for Responsible Banking (PRB)	A framework encouraging banks to set and align targets with nature positive outcomes.	<ul style="list-style-type: none"> Establish and publicly report biodiversity-related targets. Align lending and investment portfolios with global biodiversity goals. 	Over 300 banks, primarily under the UNEP FI network.
Principles for Responsible Investment (PRI)	A set of principles that guide institutional investors on ESG (including biodiversity).	<ul style="list-style-type: none"> Incorporate biodiversity risks into investment decision-making. Engage with companies to improve 	5,000+ investors managing over \$121 trillion in AUM.

		biodiversity impact disclosures.	
<u>Principles for Sustainable Insurance (PSI)</u>	A framework for insurers to integrate and disclose nature-related risks in their underwriting processes.	<ul style="list-style-type: none"> • Assess and disclose nature-related risks. • Incorporate nature positive criteria in underwriting. 	More than 200 insurers globally.
<u>Partnership for Biodiversity Accounting Financials (PBAF)</u>	A standard providing financial institutions with practical guidance on biodiversity impact and dependency assessments.	<ul style="list-style-type: none"> • Report on biodiversity impact in dependency assessments. 	70+ financial institutions managing \$16+ trillion in total assets.
<u>Taskforce on Nature-related Financial Disclosures (TNFD)</u>	A framework for companies to assess and disclose nature-related risks and opportunities.	<ul style="list-style-type: none"> • Develop integrated risk management strategies for nature-related risks. • Align decision-making processes with nature positive goals. 	320+ organizations, including banks, investors, and insurers.
<u>Science-Based Targets for Nature (SBTN)</u>	An initiative helping companies set measurable nature positive targets, similar to climate science-based targets.	<ul style="list-style-type: none"> • Establish quantifiable targets to reduce nature loss. • Commit to restoring and regenerating ecosystems. 	60+ companies currently piloting nature-focused targets.
<u>Business for Nature's Call to Action</u>	A coalition encouraging companies to incorporate biodiversity into their core strategies.	<ul style="list-style-type: none"> • Advocate for mandatory nature-related disclosures. • Commit to reducing negative biodiversity impacts through strategic changes. 	Over 1,000 businesses across various sectors.

Table 1: Nature-Focused Commitments and Initiatives for Financial Institutions and Businesses

Despite these encouraging trends, there are persistent systemic challenges that hinder the implementation and transformative scaling of financing for the nature positive goal.

For example, there is a lack of a clear definition of what nature positive means for the finance sector.

The concept 'nature positive' has emerged since 2020 as a global goal to aim for “more nature” in the world, with the support of academia and NGOs, and as a parallel to the 'net-zero' goal for climate. The nature positive goal remains fully aligned with the GBF's mission of 'halting and

reversing biodiversity loss by 2030'. However, it leans into the concept of 'nature' to favor a broader economic and societal lens. This enables the inclusion of not only ecological services, but also of non-living things and natural capital resources - such as water and minerals. It permits the analysis of economic sectors and activities based on the pressures they exert on nature (pollution, land use, resource consumption, plastic, deforestation, etc.).

The Finance for Nature Positive working model relies on the definition developed by the World Bank and the Multilateral Development Banks' Heads of Nature Group, which says that "Nature Positive Finance is finance that is contributing to the Global Biodiversity Framework and expected to deliver measurable positive outcomes for biodiversity or ecosystem services, relative to business-as-usual." This definition gives a general direction, but does not answer practical questions relative to measurement, comparison baselines, strategies and targets, opportunities, or even risk management. Beyond definitions, there is a lack of guidance on best practices and harmonisation of concepts in the finance sector.

This continues to be the case largely because the finance sector is not subject to adequate regulatory oversight and enforcement, at the same time as not having sufficient incentives in place to change investment behaviors. Concrete examples of policies that could maximise the mobilisation the finance sector to contribute to the nature positive goal can be found in the FfB policy recommendations to governments on aligning financial flows with the GBF. Its four key policy recommendations include: Requiring companies and financial institutions to assess, monitor, and disclose their nature-related risks, impacts, dependencies, and opportunities; Mandating Nature Transition Plans based on sectoral transformation pathways and foster collaborative commitments; Actions from central banks and supervisors - which include monetary policy, lending criteria and requirements on capital adequacy ratios, or stress-testing, among others; Creating economic incentives for businesses and financial institutions - which include taxes, subsidies, taxes, market mechanisms, or blended-finance, among others.

Furthermore, there is no guidance on how to classify whether an investment or financing can be considered to contribute to the nature positive goal. Due to this, financial institutions are more likely to mislabel investments as nature positive when there is no tangible evidence that the financing contributed to an improved state of nature, and the perceived risks of investing in nature remain elevated due to the incomplete integration of nature into the economy and financial institutions' business strategies. Whilst there are various existing initiatives in place that support the enabling environment for investing in nature, as listed in the table above, there is not an overarching, bottom-up tool or framework that adequately simplifies the complex issues present in nature finance to enable the operationalization of financing and investments. This bottom-up approach will be based on science and build on existing initiatives such as those mapped in the table above.

This project is designed to accelerate and scale investment by addressing key barriers, creating enabling conditions, and unlocking new opportunities that would otherwise remain untapped. While nature-related investment is already growing due to increasing awareness, regulatory shifts, and sustainability commitments, significant gaps remain in the mobilization of capital at scale and the alignment of financial flows with the K-M GBF targets. This project will contribute to closing these gaps by developing a global framework aimed at building confidence across the finance sector and providing technical capacity and knowledge to structure and guide financing and investment activities. Ultimately, the project aims to shift nature finance from a niche market to a mainstream one, thus accelerating the transition towards a nature positive economy. Table 3 below summarizes the existing barriers and the corresponding baselines. Furthermore, it aligns the project's actions with these identified barriers and baseline conditions to illustrate the project's approach to overcoming these challenges.

Table 2: Barriers, baseline and project actions

Key Barriers/Enablers	Baseline	Project Actions to Address the Baseline and Barriers
<p>Lack of an overarching, clear framework for investment and financing for the nature positive goal. There is no universal and clear framework for defining, measuring, reporting, and scaling up finance for nature. There are multiple voluntary frameworks for understanding the nature impact of the finance sector, but these frameworks focus on nature-related risks and dependencies rather than the positive impact that financing and investment can have on nature.</p>	<p>Several initiatives are working to establish frameworks that facilitate finance for nature positive; however, no single, universal framework has been established yet. For instance, the TNFD constitutes a comprehensive and rigorous reporting framework for financial institutions; SBTN is developing guidance on nature-related targets for financial institutions; EU B&B Platform has explored biodiversity-positive impacts and nature-based solutions business models; PBAF provides expertise on biodiversity measurement and standard; IFC and NPI contribute to the measurement and metrics domain; among others. Despite these efforts, existing frameworks primarily focus on nature-related risks rather than the positive contributions finance can make to nature.</p>	<p>A comprehensive framework will be developed to provide clear guidance on identifying, assessing and prioritising qualifying real economy players and countries to support investments that contribute to the nature positive goal. It will align financial institutions in financing and investing in companies, real assets, and countries contributing to generate nature positive outcomes, thus ensuring consistency and credibility.</p>
<p>Limited knowledge and technical capacity among financial institutions with respect to finance for nature positive. Many financial institutions lack awareness and technical expertise in identifying financing and investment opportunities contributing to the nature positive goal. Insufficient familiarity with tools and methodologies for evaluating impacts and setting nature positive targets prevents FIs from integrating biodiversity considerations into investment decision-making processes. Similarly, existing tools and approaches for nature-related risk assessment vary widely in complexity and applicability, often necessitating significant resources and expertise, which smaller institutions may lack.</p>	<p>Many financial institutions lack expertise in identifying and evaluating nature positive investment opportunities. The FfB Foundation's working groups are contributing to the development of technical guidance. UNEP FI is working on sustainable finance principles. However, knowledge gaps remain. While FfB Foundation and UNEP FI have published a working model on finance for nature positive, it does not constitute a practical framework. GFI, through its 'Revenues 4 Nature' initiative with UNDP, BIOFIN, and UNEP FI, is developing a database and guidance to support financial institutions. The SFC is engaging African financial institutions and has developed a 'Finance Solutions Inventory' with case studies from 14 African countries. Despite these relevant efforts, the complexity of existing biodiversity risk assessment tools and methodologies</p>	<p>Targeted knowledge products, including case studies, overview of instruments and financing vehicles, overview of tools and data, among others, will support financial sector actors in identifying investment opportunities and evaluating the impact of investments. The project aims to have at least 100 survey respondents saying that the implementation materials increased their understanding of the framework and increased their knowledge and capacity.</p> <p>Through focus groups, the project will provide a unique space for collaboration and action learning, for finance professionals to share challenges, identify solutions, and advocate for market development in data and tools, policy, or even innovative business models. This collaborative approach will enable a bottom-up content development process for the</p>

	<p>remains a challenge, especially for smaller institutions.</p>	<p>Framework, ensuring its usefulness and practical applicability.</p> <p>Financial institutions will also engage in international conferences, knowledge-sharing workshops and meetings to enhance expertise and facilitate integration into decision-making processes.</p>
<p>Greenwashing. Concerns around greenwashing, where investments are inaccurately labeled as nature positive without delivering tangible biodiversity benefits, undermine confidence in the market for financing and investments contributing to the nature positive goal.</p>	<p>Concerns around mislabeling investments as nature positive without measurable biodiversity benefits persist. To prevent and address this issue, some organizations like the TNFD, WEF, BfN and WBCSD, among others, have developed sectoral guidance. Others, like PBAF, have set biodiversity impact and dependency measurement standards. Additionally, the WBCSD is developing a Nature Metrics Portal to improve nature impact assessments, alongside the NPI and IFC, which are working towards homogenizing the metrics domain. Nevertheless, there is no widely accepted framework supporting the process to demonstrate that thus financial flows produce real biodiversity gains, leading to skepticism about green claims in finance.</p>	<p>Clear guidance and criteria will be developed for identifying and assessing real economy players and countries contributing to nature positive goals. In addition to these criteria, implementation materials—such as an overview of investment opportunities—will help financial institutions differentiate genuine nature positive investments from those at risk of greenwashing. These resources will support financial institutions in making informed decisions, ensuring that investments deliver tangible biodiversity benefits and maintaining credibility in the market. The project will also encourage FIs to avoid greenwashing through third party verification of environmental data and robust monitoring and evaluation.</p>
<p>Risk perception. The perceived risks of investing in nature positive projects, including uncertainty about returns and regulatory support, deter private sector engagement. Developing countries, in particular, face heightened challenges in attracting nature positive investments due to perceived political, economic, and operational risks.</p>	<p>The financial sector perceives nature positive investments as high-risk due to uncertain returns and regulatory support. Developing countries, in particular, struggle to attract capital due to political, economic, and operational risks. The UNEP FI and WEF are working to establish more confidence in sustainable finance, while others such as SBTN and GFI provide guidance on risk assessment. However, risk perception remains a significant barrier, limiting private sector engagement.</p>	<p>The different project components will highlight and address the importance of assessing and mitigating risks associated to nature positive investments. This will help reduce uncertainty and improve investor confidence by incorporating risk assessment into the broader investment framework.</p>
<p>Fragmented collaboration. Stakeholders such as regulators, financial institutions, and NGOs work in silos, leading to uncoordinated efforts.</p>	<p>The lack of coordination among financial institutions, regulators, NGOs, and governments results in misaligned priorities. Most international organizations</p>	<p>The project will follow a bottom-up, multi-stakeholder engagement and collaborative process, thus bringing together private sector actors, governments, NGOs, and international organizations through workshops, expert</p>

	<p>contribute to this issue. For instance, the FfB Foundation and UNEP FI are leveraging their working groups and communities to bridge these gaps. The WEF provides a platform for stakeholder engagement while the WRI and BfN contribute to coalition-building, and SFC supports collaboration in Africa. Despite these efforts, there is still a need for a unified, overarching approach.</p>	<p>panels, meetings and focus groups. This will foster collaboration, improve coordination, and align priorities across the finance and nature sectors.</p>
<p>Lack of clear and coherent policy signals constraints the nature positive transition of the global economy. Competing priorities and uneven implementation mean that the policy frameworks, incentives, and regulations needed to mobilise private finance towards global biodiversity goals remain fragmented and insufficiently ambitious. Current regulatory requirements—such as capital adequacy ratios and supervisory expectations—do not yet recognise or reward nature positive investments, creating an unfavourable risk–return environment that limits financial institutions’ ability to scale capital toward nature</p>	<p>Stable and predictable government action is essential to ensure that private finance can advance collectively, particularly in the context of GBF Targets 14 (mainstreaming), 15 (disclosures), 18 (subsidies), and 19 (resource mobilisation). Both FfB and UNEP FI are active advocates for public–private collaboration and the development of robust global standards. FfB also engages directly with national policymakers to support GBF implementation. However, significant regulatory and market uncertainty remains—specifically regarding how nature-related risks and opportunities should be integrated into prudential frameworks, and how returns from nature positive investments can be better recognised, de-risked, or incentivised.</p>	<p>The project will help close these gaps by developing a global framework designed to build confidence across the finance sector and strengthen its technical capacity to identify, assess, and structure nature positive investments. It will generate targeted evidence on the needs, barriers, and risk–return considerations faced by financial institutions, providing policymakers with clear guidance on the regulatory adjustments, standards, and enabling conditions required to mobilise capital at scale. Through the sovereign debt focus group and country profiles, the project will also equip investors with tools to evaluate countries’ policy performance and progress against GBF commitments, thereby supporting more informed engagement and encouraging governments to raise ambition. Ultimately, the project aims to contribute to a more favourable policy and regulatory environment—one that reduces uncertainty, improves risk–return profiles, and enables financial institutions to allocate capital confidently towards nature positive outcomes.</p>

Financial institutions and the Finance for Biodiversity Foundation community

The FfB Foundation mobilizes a diverse community of financial institutions. The FfB community includes some of the world’s most advanced financial institutions in sustainability, who are all publicly committed to integrating biodiversity into their operations through the five steps of the FfB Pledge: 1) Knowledge sharing; 2) Engagement with Companies; 3) Impact Assessment; 4) Target Setting; and 5) Reporting on their achievements.

As of March 2025, the FfB Pledge community includes 200 financial institutions representing €23 trillion in assets (under management). Signatories receive regular updates from the FfB Foundation,

are invited to events, and play a priority role in its activities. Among them, 87 financial institutions are active members of the FfB Foundation who regularly take part in the Foundation's online working groups and in-person member meetings.

The FfB Community is significant in the market in terms of ambition, leadership, and capacity to drive changes in practices. In terms of volume of assets, it can be assessed in comparison to leading studies assessing the size of the financial sector. To do so, the €23 trillion of assets are converted to dollars, reaching \$30 trillion as of November 2025. Based on a [BCG study](#) estimating the global asset management market at \$128 trillion, the size of the FfB Community would correspond to 23% of the global market. Compared to a McKinsey study providing an estimate of global financial intermediation to be around \$410 trillion, the size of the FfB Community would correspond to 7% of the global market. To note, these references must be considered carefully, only in a broad comparison exercise, considering variations of market values, exchange rates, and the integration of different asset classes.

See Figure 1 below which illustrates the composition of the financial institutions within the FfB community, including information on the Foundation's [signatories](#) (200) and [members](#) (87), as well as the types of financial institutions, their sizes, and whether they are public or private entities. Figure 1 also presents the country location of FfB members and signatories, as well as of UNEP FI's members.

Figure 1 – FfB Community of signatories and members, including UNEP FI members location

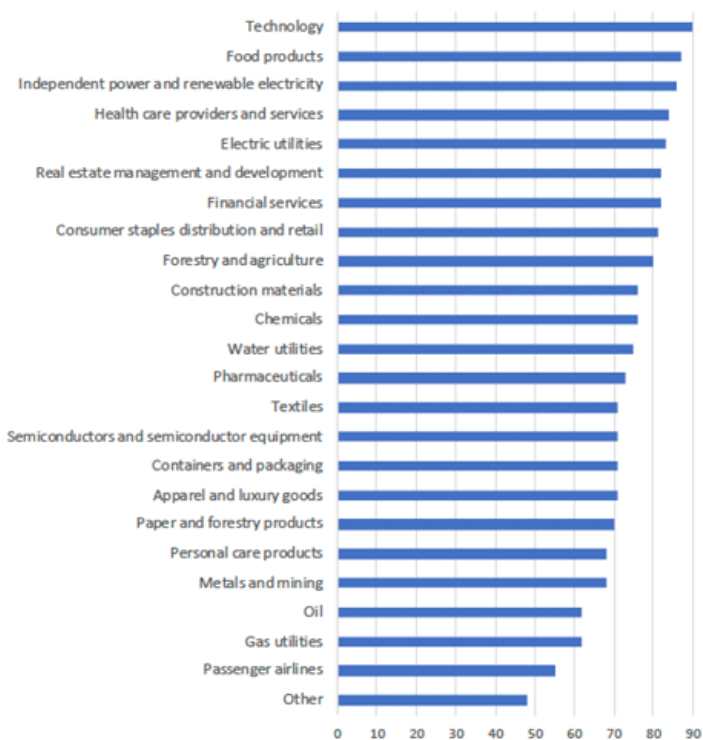
Country	FFB Signatories	FFB Members	UNEP FI
Andorra	/	/	1
Argentina	/	/	3
Armenia	/	/	1
Australia	6	1	6
Austria	1	1	3
Bahrain	/	/	2
Bangladesh	/	/	1
Belgium	3	/	6
Bermuda	1	1	1
Bolivia	/	/	1
Brazil	3	/	11
Canada	8	4	12
Cayman Islands	1	/	/
Chile	/	/	2
China	/	/	30
Colombia	2	/	10
Costa Rica	/	/	4
Croatia	/	/	2
Cyprus	/	/	2
Denmark	7	2	7
Ecuador	/	/	2
Egypt	1	/	9
El Salvador	/	/	7
Estonia	/	/	3
Finland	3	/	1
France	58	33	6
French Polynesia	/	/	10
Germany	8	1	1
Ghana	/	/	16
Greece	1	1	1
Guatemala	/	/	5
Guernsey	/	/	2
Hungary	/	/	1
Iceland	/	/	1
India	/	/	3
Indonesia	/	/	1
Ireland	1	/	4
Italy	3	2	3
Japan	1	1	10
Kazakhstan	/	/	12
Kenya	/	/	1
Kyrgyzstan	/	/	3
Latvia	/	/	1
Liechtenstein	2	1	1
Luxembourg	3	2	4
Malaysia	/	/	1
Mauritius	/	/	2
Mexico	/	/	1
Mongolia	/	/	9
Montenegro	/	/	1
Morocco	/	/	1
Nigeria	/	/	2
Netherlands	27	13	10
New Zealand	/	/	1
Nicaragua	/	/	1
Nigeria	/	/	7
North Macedonia	/	/	1
Norway	3	1	16
Oman	/	/	1
Pakistan	/	/	1
Panama	/	/	5
Paraguay	/	/	4
Poland	/	/	1
Portugal	1	/	4
Republic of Korea	/	/	16
Romania	/	/	2
Russian Federation	/	/	6
Saudi Arabia	/	/	2
Serbia	/	/	1
Slovenia	/	/	1
South Africa	/	/	8
Spain	1	1	14
State of Palestine	/	/	1
Sweden	8	2	17
Switzerland	9	3	9
Thailand	/	/	3
Togo	/	/	3
Trinidad and Tobago	/	/	1
Turkey	2	1	8
Uganda	/	/	1
Ukraine	/	/	1
UAE	/	/	4
United Kingdom	26	12	17
USA	10	4	8
Venezuela	/	/	2
Total	200	87	407

Types of financial institutions	Signatories	Members
Asset manager - General	88	45
Asset manager - Impact Fund	24	3
Asset owner - Bank	22	12
Asset owner - General	4	3
Asset owner - Insurer	21	13
Asset owner - Pension fund	15	3
Asset owner - Wealth manager	1	/
Mixed - Financial services group	5	1
Mixed - Investment Fund	12	5
Mixed - Other	8	2
Total	200	87

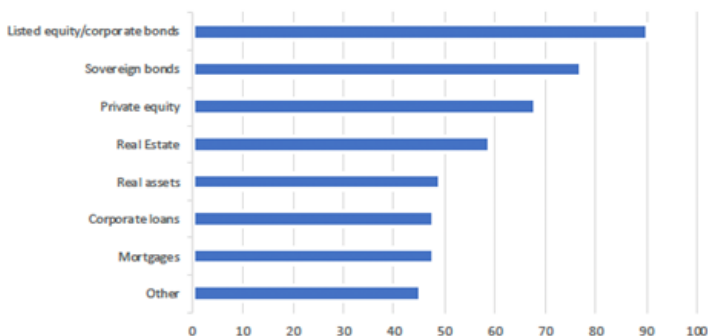
Size (assets, under management)	Signatories	Members
<2bn	66	13
2-10bn	31	15
10-50bn	35	16
50-150bn	30	16
150-500bn	21	17
>500bn	17	10
Total	200	87

Sector	Signatories	Members
Public	18	9
Private	182	78
Total	200	87

FFB Community Reporting - Economic Sectors Exposure



FFB Community Reporting - Asset classes exposure



Both the member and signatory communities include a balanced mix of financial institution sizes. Over a quarter of signatories are small institutions (under €2 billion in assets), which are more agile to be able to commit to the transformation of their processes but often struggle to find the budget to finance their membership with the FfB Foundation. Both communities – members and signatories - include major financial institutions with over €500 billion in assets—such as Amundi (FR) and Manulife IM (CA) - capable of setting global market examples. Both communities represent the diversity of asset classes in the finance sector, including different types of asset owners (banks, insurers, pension funds). The high number of asset owners is significant for the market as they are able to set criteria and operating conditions to the asset managers that they choose to work with.

In terms of geographic diversity, FfB Pledge signatories span 28 countries across all five continents, while FfB members come from 20 countries, predominantly Europe. To ensure equitable international representation, the project's terms of reference will include criteria for the participation of Global South representatives in governance bodies, including the Design Committee and Advisory Group. Large-scale mobilisation of Global South financial institutions will be supported through the partnership with UNEP FI – representing over 400 member financial institutions - and by involving networks in the Advisory Group active in the Global South and/or working with Indigenous Peoples representatives, such as World Bank Group, PBAF, and the Sustainable Finance Coalition. See Section below on “Relevant stakeholders and private sector engagement” for more information on the involvement of Financial Institutions from the Global South.

Public financial institutions make up about 10% of both signatory and member communities. These institutions can be highly influential in the market, such as the French Caisse des Dépôts Groupe or the Swedish series of AP funds. The framework will be designed to be relevant for public financial institutions while maintaining an approach suited to private market rates. It also aims to improve collaboration between public and private finance institutions, enabling them to jointly fund opportunities that advance a nature positive economy.

Beyond publicly available information on the FfB community composition, FfB has data on the asset classes and economic sectors exposures of 130 reporting signatories. Figure 2, Graph X (left) shows that each institution is typically exposed to a median of four asset classes, highlighting the need for a framework structured into clear pillars to avoid duplication across asset classes. Graph Y (right) shows high sector diversification, with a median of 22 sectors per institution, underscoring the need for a framework that is both transverse and meaningful across economic sectors.

Beyond publicly available information on the FfB community composition, FfB has data on the asset classes and economic sectors exposures of 130 reporting signatories. In the figure above, the graph on asset classes exposures shows that each institution is typically exposed to a median of four asset classes, highlighting the need for a framework structured into clear pillars to avoid duplication across asset classes. The graph on economic sectors exposure shows a high sector diversification, with a median of 22 sectors per institution, underscoring the need for a framework that is both transverse and meaningful across economic sectors.

Interest in Nature positive and potential for capital mobilisation

Table 2 has presented the baseline conditions for various barriers from the perspective of the international community and stakeholders, including insights from NGOs, international organizations, and similar entities. Likewise, establishing a baseline from the perspective of financial institutions is equally essential.

The following results (Table 3) are obtained from the FfB Foundation Members Progress Report (June 2024), which provides insights into progress toward meeting the [FfB Foundation Pledge commitments](#). More specifically, the results from Table 3 establish a baseline for the latest progress and commitments made by financial institutions concerning nature positive and positive impacts on nature.

Table 3: FfB Foundation Members Progress Report Results

Level of action and commitment	% of FfB Foundation members
1. We have made positive impact investments in nature	38.1%
2. We have decided to invest in nature positive initiatives and are in the implementation phase	11.1%
3. We are exploring opportunities for nature positive investments	27.0%
4. We are not currently considering nature positive investment	23.8%

Following these results, about **75% of the FfB Foundation members** answered that either have or are currently considering conducting positive-impact investments in nature. In particular **38% of these financial institutions** have conducted investments that contribute to the nature positive goal or, at least, contribute to halting biodiversity loss. In contrast, only **23.8% of FfB Foundation members** do not consider nature positive as a variable or criterion for investment decision-making.

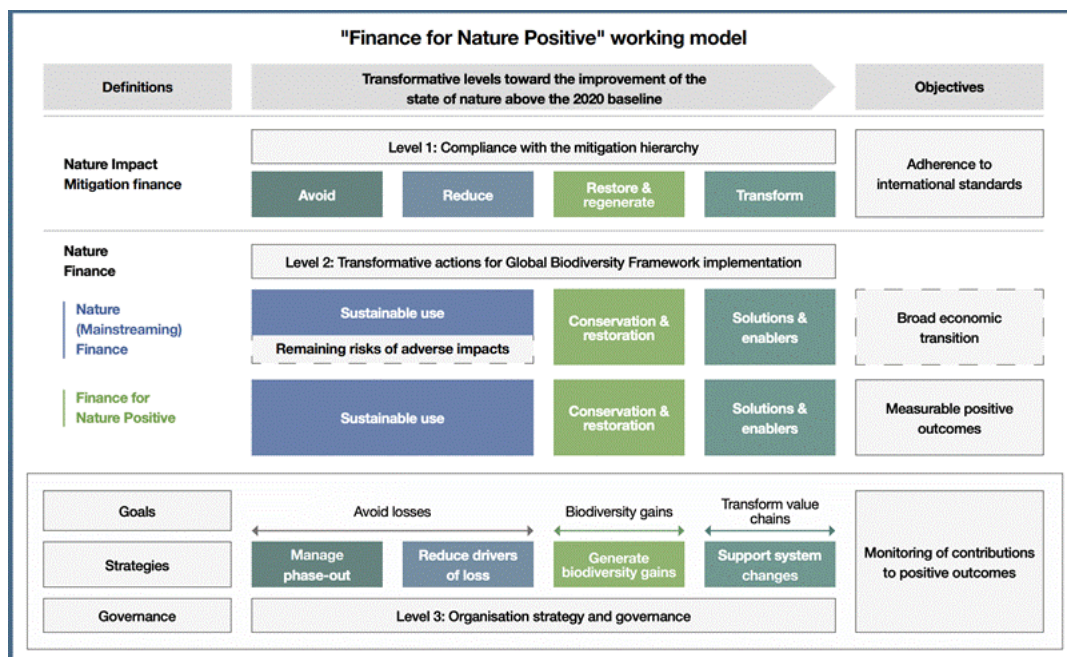
In early 2025, FfB updated its questionnaire and received the updated information that 54% of 126 respondents among its signatories stated that they had already allocated capital towards nature impact investments and finance activities, amounting to over \$62billion in total.

Unsurprisingly, the strongest sectoral focus of these funds is on agriculture (33%) and forestry (31%), where frameworks and metrics are most developed. In terms of asset classes, private and public equity ranked far higher in terms of investment in positive impact opportunities, accounting for 51% of survey response, followed by green bonds at 15%.

To note, 81% of these respondents with nature impact investments and products also indicated investing in emerging markets. It is technically not possible, at this stage, for FfB, to monitor the exact amounts in question. However, this information already highlights the importance of including ambitious criteria into the practices of Global North financial institutions, as these can translate into nature positive outcomes in the Global South.

As of now, it is complicated to qualify or assess the ambition of the strategies behind these amounts declared as “nature impact”. It will be the goal of the current project to develop practical nature positive criteria to enable a better understanding - and thus potential monitoring - of these financial flows towards global biodiversity goals. However, the respondents already share a common reference to be able to assess their own progress and the ambition of their strategies, based on the Finance for Nature Positive Working Model, which is illustrated in Figure 2 and will be the basis for the Finance for Nature Positive Framework.

Figure 2 – Finance for Nature Positive Working Model (FfB Foundation & UNEP FI)



The visual summarises the definitions and key principles supporting the concept of finance for nature positive, as developed by the Nature Positive Initiative, the World Bank Group, the ALIGN project, and leading academic research. The definitions used in the working model have been developed by the World Bank Group in its *Note on Nature Finance Tracking Methodology*. “Nature Finance” is defined as contributing to the nature positive goal and supporting the implementation of the Global Biodiversity Framework. “Nature Positive Finance” reaches a high degree of ambition as it is expected to deliver measurable positive outcomes for biodiversity or ecosystem services, relative to business-as-usual. In addition, a transaction must manage risks of adverse impacts and not significantly harm nature to qualify for the nature positive category.

On top of these definitions, the Working Model underlines the improvement of the state of nature above the 2020 baseline as an overarching goal, in accordance with the recommendations of the Nature Positive Initiative. It defines three “transformative levels” for financial institutions: firstly, compliance with the mitigation hierarchy; secondly, support of transformative opportunities for the implementation of the Global Biodiversity Framework; and thirdly, organisational strategy and governance. Overall, financial institutions are called to monitor their contributions to the Global Biodiversity Framework. The categories of opportunities presented for financial institutions are “sustainable use”, “conservation and restoration”, and “solutions and enablers”.

To note, the current international reference to monitor financial flows towards biodiversity project is the “State of Finance for Nature” report by UNEP. It used to be limited to conservation and restoration projects and does not encompass financial flows enabling the transformation of the economy. FfB has been working directly with UNEP FI as they advocated to expand this work to effectively monitor the alignment of financial flows with global biodiversity goals. In the [State of Finance for Nature 2026 report](#), the “Finance for Nature Positive” working model has been referenced, as part of “substantial refinement” in the market and depicting “conceptual advances” in nature finance.

All in all, the finding that 53% of financial institutions in FfB’s community are mobilising capital towards nature impact demonstrates that financial institutions are making significant progress in protecting, conserving, restoring, and mitigating the negative impacts of their investments on nature, as well as contributing to its sustainable use. However, further efforts are required to increase the proportion of financial institutions that fully integrate nature and nature positive considerations into

their portfolios and investment decision-making processes. The upcoming project is expected to play a key role in increasing these numbers.

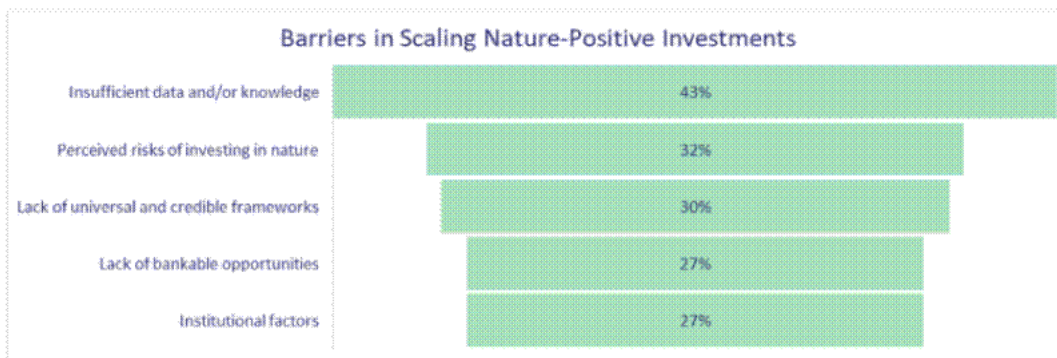
It is important to note that this amount is self-reported by the FfB community. FfB does not have the capacity to verify the details of each vehicle or transaction behind these numbers. FfB holds its community responsible by publishing a repository of biodiversity reports on its website. This would not be possible for a larger, global community of respondents. Therefore, FfB cannot hold responsibility for this number, but can only monitor it. A key safeguard will be to ask respondents to share public documentation related to their reported mobilised capital to justify their answers.

As a reminder, by addressing a gap in well-understood and harmonised definitions, criteria, available guidance and associated capacities for private financial institutions, the project means to supporting financing and investment in both real economy players and countries with potential to contribute to the nature positive goal.

It is not possible for the FfB Foundation, as a multistakeholder group, to commit or to directly guide capital allocation from the financial institutions in its community. However, it is possible to monitor the progress of its community and identify how the framework is contributing to it.

Therefore, the main project monitoring survey will ask to respondents what the main barriers to nature impact finance and investment. As of March 2025, as illustrated in Figure 3, 43% estimated that the lack of data and knowledge limited their progress, 30% mentioned the lack of recognised frameworks, and 27% point out the lack of bankable opportunities. Therefore, the goal will be to see these barriers getting lower as the framework gets developed and used in the market. In parallel, it will be possible for the FfB Foundation to monitor the conceptual understanding and the concrete appetite for developing nature positive strategies.

Figure 3 – Barriers identified by financial institutions in scaling nature positive investments



Finally, it will be possible for FfB to monitor the increase in capital allocation to nature impact strategies, from its pool of respondents, using \$62 billion as a basis. From previous experience, considering the objective of the GBF target 19, and the current market dynamic, FfB estimates that the Finance for Nature Positive Framework could contribute to a 10% increase in additional capital mobilisation (estimated between \$2 and \$6 billion), in financial vehicles and products dedicated to nature. This is a medium-term estimation that may materialise only after the project's lifespan. In conclusion, the information presented in Tables 2 and 3 establishes the project's current baseline from the perspectives of both stakeholders—such as NGOs, international organizations, think tanks, and academics—and financial institutions. These financial institutions will serve as the primary audience for the materials to be developed, with a particular focus on engaging FfB Foundation financial institution members as the key target group for the project.

How the project can address the drivers of environmental degradation

As described in the Environmental Problems and Threats section, the finance sector is a significant driver of biodiversity loss through its financing of industries with harmful impacts on nature, such as agriculture, fishing, forestry, mining, infrastructure expansion, and industrial production, all of which contribute significantly to habitat destruction and ecosystem degradation.

This project seeks to address these drivers through its focus on mobilizing private sector financing towards the nature positive goal. The project will achieve this by developing and piloting an operationalizable framework and other guidance materials that will help to guide and align financial institutions in financing and investing in qualifying real economy players and countries, and by building knowledge and capacity to implement the framework and mobilize capital. The Finance for Nature Positive program targets systemic barriers within the financial sector, such as a lack of clear frameworks, technical expertise, and standardized metrics for measuring biodiversity impact.

The FfNP project targets systemic barriers within the financial sector, such as a lack of clear frameworks, technical expertise, and standardized metrics for measuring biodiversity impact. As previously described, the framework will be built upon a [working model](#) released in September 2024. It highlights the difference between mainstream nature finance and nature positive finance and the key market needs, such as improved measurement, data practices, and reducing barriers, in order to support nature conservation and restoration finance. The identified three key objectives linked to three opportunities categories: avoiding and reducing biodiversity loss through its sustainable use, generating biodiversity gains through conservation and restoration activities, and supporting system changes and innovations to transform value chains. The model constitutes a stepstone towards a comprehensive framework to further guide financial institutions on contributing to the nature of positive global goals across different asset categories in their portfolios.

The project's outputs are designed to be resilient to evolving environmental drivers by embedding adaptability and scalability into its design. The framework will allow financial institutions to identify qualifying investments that contribute to the nature positive goal. To achieve this, the criteria will be tailored to account for the different types of financial institutions, such as asset owners (including insurers), asset managers, banks and impact investors, and asset classes, such as listed/private equity, corporate bonds, sovereign debt, corporate loans and real assets. Disaggregating the framework by type of financial institution and asset class is essential to ensure relevance, applicability, and effectiveness across diverse investment and lending practices. Different financial institutions operate under distinct mandates, risk appetites, and regulatory requirements, influencing how they integrate nature-related considerations into decision-making. Similarly, various asset classes have unique risk-return profiles and exposure to nature-related dependencies and impacts, requiring tailored criteria to align financial flows with nature positive outcomes effectively.

The Framework will be developed under four pillars that represent key segments of finance and investment, clustered according to asset classes as well as levels of expected ambition from companies on nature topics. The four pillars cover countries – through the “sovereign debt” asset class – and real economy players, here divided into “mainstream companies”, “solution providers”, and “real assets”. This project defines real economy players as entities or assets directly engaged in or influencing the production, consumption, and management of goods, services, and infrastructure that drive and contribute to nature-related impacts, dependencies, risks and opportunities. Sovereign debt and real assets form two of the framework pillars, both of which are dedicated asset classes, with specific approaches and methodologies. Then the remaining two pillars cover real economy players, where we specifically focus on companies. Here a distinction is made between expected ambition instead of asset classes. Mainstream companies will be expected to transform towards sustainable practices, while the companies providing solutions for nature will be expected to expand in order to transform industries - no matter the asset classes. This structure will enable the shaping of the Framework's content according to specific financing needs, without having to divide the financial institutions into too many small groups that could overlap. For example, companies can receive funds through listed equities, corporate bonds, as well as corporate loans. They also need insurance products and can set up subsidiaries supported via private equity or finance their real assets via project finance, too.

By dividing the Framework according to 'what' is financed, in terms of asset classes and companies' business models, the project will be able, with just a few focus groups, to cover a very large scope of the economy and limit any risks of duplication. This way, financial institutions can allocate their resources effectively, depending on their exposure and strategies. Within each focus group, different asset classes can be represented and leveraged to ensure that robust financial structures can be developed to meet the full needs of a certain type of business model, across economic sectors. In that sense, the Framework will be effectively tailored to key segments of the financial sector through a manageable number of lenses.

In addition to being adaptable across asset classes, the framework will be designed to be adaptable across various economic sectors. However, technical guidance and use cases will need to be tailored to reflect sector-specific realities, including applicable technologies, biodiversity impacts, and operational constraints. Certain asset classes, such as real assets and sovereign debt, are structurally more focused on economic sectors like infrastructure, agriculture, and forestry. For other focus groups focusing on financing companies through various asset classes, a prioritization process will be required. This can be guided by existing market tools, such as the SBTN Materiality Screening Tool or the FfB Multi-Tool Study. In practice, the focus group on "solution providers" will target sectors with high potential for positive nature outcomes, such as biotechnology or waste management. Meanwhile, "mainstream companies" will concentrate on sectors with significant negative impacts on biodiversity that require transition, such as agriculture and chemicals.

The process to be followed to build the framework will be based on a bottom-up approach. FfB financial institution members will collaborate closely alongside the FfB Secretariat, UNEP FI and with the support of relevant stakeholders to establish the criteria that financial institutions shall consider regarding investee companies, real assets, project finance and sovereign (countries). These criteria will consist of the principles, recommendations and needs to ensure that investing and financing activities through these vehicles contribute to the nature positive goal. The fields to be considered include measurement, data, target-setting, policies, governance and more, and these will vary depending on the asset class and framework pillar —i.e. type of real economy player and country— being addressed. The feasibility and robustness of these criteria and overall framework will be tested via different case-studies. Eventually, by developing a set of global criteria and by increasing knowledge and technical capacity amongst financial institutions, the project should allow reducing risks such as greenwashing and risk perception, and investing in biodiversity instruments and vehicles, among other benefits.

Relevant stakeholders and private sector engagement

The project will engage a wide array of stakeholders critical to achieving the objective of enabling financial institutions to mobilize financing and investment in both real economy players and countries that contribute to the nature positive goal, in furtherance of Target 19 of the K-M GBF.

Key stakeholders include financial institutions (FfB Foundation and UNEP FI financial institution members) as well as initiatives, networks, NGOs, international organizations, governments, think tanks and academia collaborating with, or involving, financial institutions. There is an indicative list of stakeholders under each category, their interest in the project, their potential role in project implementation, and how they could benefit from the project activities further located in the Project Description section.

A wide range of stakeholders will be engaged through workshops, meetings and expert panels to gather their input and expertise towards supporting the development of investment criteria for the framework, map available datasets and tools, and develop implementation materials such as case studies or country profiles, among others. These organizations can build on their experience in similar initiatives and projects to support the FfNP Project and thus support an increase in

investment and financing for nature^[14]¹⁴. Private financial institutions are the target audience for project outputs. Project impact depends on how these engage with project resources and integrate the framework to be developed into their decision-making and operations. Targeted financial institutions include asset owners, asset managers, banks, insurance companies and impact investors, among other private financial institutions that are directly involved in reshaping investment strategies to support halting and reversing biodiversity loss.

The primary group of financial institutions to be engaged by the project is FfB Foundation's community of financial institutions. More specifically, the project will engage the different working groups of the FfB Foundation, including: FfB Foundation WG Positive Impact, WG Impact Assessment, WG Target Setting and WG Public Policy Advocacy. Through these working groups, financial institutions will contribute to the design and construction of the framework and implementation materials.

The objective and approach of each of the working groups are described later on under the 'B. Project description' section.

Considering that the FfB Foundation community of members is, in the majority, constituted of representatives from European and North American countries (see Figure 1), it will be necessary to implement engagement systems to involve Global South representatives efficiently at all stages, from content development and capacity building, towards the monitoring of beneficiaries.

As stated previously (see "financial institutions and FfB community), the project's terms of reference will include criteria for the participation of Global South representatives in the project's governance bodies, including the Design Committee and the Advisory Group. Furthermore, it will be possible to ensure the large-scale mobilisation of Global South financial institutions by leveraging two major avenues: the partnership with UNEP FI and the strong relationship of FfB Foundation with local investor networks.

Firstly, the partnership with UNEP FI will enable FfB to reach out directly to a **community of 407 financial institutions, which around half are located in the Global South**. See in Figure 1 the headquarters' location of these financial institutions. FfB will involve UNEP FI members by organising and attending meetings, by including them in internal consultation processes, and sending them the monitoring surveys.

Furthermore, **UNEP FI organises Regional Roundtables on Sustainable Finance**, which are regular international events happening **across all continents**. These events could prove particularly well-suited to directly engage with local financial institutions.

Secondly, to mobilise financial institutions from GEF-recipient countries, FfB Foundation will have the capacity to leverage its **strong relations with international organisations** and local investor groups.

Key partner international organisations will help bring diverse perspectives to the conversation, as they will be invited to the project Advisory Group. Furthermore, as they work closely with the private finance sector, they can enable FfB to reach out directly to Global South financial institutions.

As described in the Stakeholders Engagement Plan, these international organisations include:

- **The World Bank Group:** FfB involved the Nature Team in the development of its FfNP Working Model and aligned with their definitions to build public-private alignment.
 - **The International Finance Corporation:** FfB partnered to produce their report on nature impact reporting metrics (complementary to the Biodiversity Finance Reference Guide).
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- **The Nature Working Group of the Multilateral Development Banks:** FfB works with them closely, notably organising events during the CBD COP, but also most recently in building alignment with their upcoming report on “nature results metrics”.
- **UNDP BIOFIN:** FfB co-hosted a pavilion on biodiversity finance with UNEP FI & UNDP at COP16 and works closely with BIOFIN on the topic of nature considerations into sovereign debt assessment.
- **UN CBD:** FfB Foundation has been an observer and active participant in UN CBD negotiations since 2021, now an observer to the UN Cali Fund Steering Committee. FfB will be able to leverage key events such as COP17 & 18 to directly reach out and engage with representatives from the Global South, including finance sector professionals, policy makers, academics, and civil society.
- **CFMCA:** FfB Foundation is a Knowledge Partner of the Coalition of Finance Ministers for Climate Action gathering 89 countries globally. This partnership can contribute to involve a diversity of perspectives, notably for the focus group on sovereign debt.

Local investor groups are actively looking for opportunities to bring knowledge and capacity building to their communities, composed of finance sector professionals. Over time, FfB has developed strong relationships with other networks around the globe. These organisations will be invited to join the project’s Advisory Group in order to be directly involved in content development and thus have all the necessary materials and incentives to involve their own communities. These organisations will thus be able to help FfB increase the global dimension of the project’s engagement capacity, knowledge diffusion, and the reach out its monitoring survey.

Potential **local investor groups to be involved in the project** are described in the Stakeholders Engagement Plan. Table 4 below details their localisation and reach, to illustrate how they can support the project’s reach to Global South professionals.

Table 4 – Global reach of key partner investors networks to involve in the project

Local investors networks	Organisation headquarters	International reach (focusing on developing countries)
Partnership for Biodiversity Accounting Financials	The Netherlands	15 members from Asia
Sustainable Finance Coalition	South Africa	Active in 15 African countries
FSD Africa (focus: African Natural Capital Alliance)	Kenya	+130 members, >1 trillion pounds, from 45 countries
Ambition Loop (focus: Capital for Climate)	Chile	Development of initiatives across Latin America, monitoring and enhancement of NbS investments in Brazil
Asia Investor Group on Climate Change	Australia	Institutional Investors representing \$36trillion AuM across 11 Asian markets
Institute of Finance and Sustainability	China	Host of numerous programmes including the Capacity-building Alliance of Sustainable Investment (CASI) with 69 members from emerging and developing countries

In practical terms, **the project will develop different engagement approaches to mobilise Global South representatives:**

- Focus groups within the FfB Community and meetings with UNEP FI members;
- Involvement of international organisations and local investor groups in the Advisory Group;
- Mobilisation of Global South financial institutions during regular workshops, events; and
- Relevant capacity building opportunities emerging during the project.

FfB will be able to leverage all these approaches to ensure that the beneficiaries involved in the project and the respondents to its monitoring survey are, the majority, from Global South countries. In this way, it will strike an equitable representation from diverse representatives throughout the project.

The framework recommendations will need to strike a balance between increasing the financial flows and transfers between the Global North and South and strengthening the capacity of Global South financial institutions to support their own local economies and ecosystems. This is particularly important as 77 members of the FfB Community invest directly in developing countries (see Figure 1). Following a holistic approach, the Framework will provide a global common foundation for financing global biodiversity targets, while accommodating various stages of financial sector development across different regions, in terms of finance and/or environmental regulations, technical capacity, technology availability, data quality, and depth of capital markets. This will help to ensure that methodologies and requirements are both practical and adaptable to local contexts.

The importance of engaging FfB Foundation members and other financial institutions, specifically from the Global South, through this project, lies in ensuring that project outputs meet the needs of the finance sector. In fact, by channeling investments into projects that restore ecosystems, conserve species, and implement regenerative practices, the finance sector can directly contribute to climate resilience and improved ecosystem services. For example, sustainable agriculture, reforestation, and habitat restoration projects funded through these mechanisms promote carbon sequestration, protect water resources, and enhance soil health. Additionally, the global adoption of a finance for nature positive can drive systemic change by influencing supply chains and corporate practices, leading to reduced deforestation, better land-use management, and the preservation of critical habitats.

How project fits in with current landscape of investments

Biodiversity finance is a fast-growing segment of green finance, driven by growing global interest in nature positive economic activities.^{[15]¹⁵} A survey of 557 institutional and commercial investors conducted by Pollination in 2023 found that two-thirds of the global institutional investors surveyed intend to increase their investments in nature improvements, solutions, or markets.^{[16]¹⁶} Approximately 46% of the surveyed investors indicated that they are primarily focused on the risks posed by nature across their portfolios while 37% are focused primarily on opportunities which arise from nature as a theme, including direct investments in nature improvements, nature markets or nature solutions.^{[17]¹⁷} Despite positive intentions from the financial sector, the flow of private capital into natural capital to date has been slow, particularly among institutional investors. In 2023, Pensions for Purpose found that 62% of UK pension funds are not investing in natural capital improvements.^{[18]¹⁸} The Green Finance Institute (GFI) finds that investors are concerned about the

robustness of environmental and social Key Performance Indicators (KPIs) and uncertainty around policy and regulatory direction may explain the hesitation in investing in natural capital.^{[19]¹⁹}

As of September 2024, there are only 24 ‘pure-play’ funds^{[20]²⁰} dedicated to biodiversity within the funds in MSCI’s coverage, with \$1.6 billion assets under management (AUM).^{[21]²¹} Over 40% of total AUM is concentrated in just two funds run by AXA Investment Managers, which were both launched in 2022. Sector allocations vary significantly across the funds but on average, industrials are the largest sector allocation at 30% followed by information technology and consumer discretionary. Finally, over half the biodiversity-labeled funds (including four of the five largest) are classified as Article 9 funds^{[22]²²} under the EU’s Sustainable Finance Disclosure Regulation (SFDR). Employing a positive biodiversity impact approach is more challenging in the absence of recognized biodiversity frameworks and a common market understanding.

In addition, there are approximately 150 funds globally, with \$67 billion AUM, that have a broader environmental focus, such as circular economy that expose investors to firms that minimize waste, circulate resources, address water scarcity and regenerate nature.

To overcome barriers to finance for nature positive in the private sector, NGOs and development banks have begun to release guidance and other resources to assist financial institutions in developing their nature finance strategies. A non-exhaustive list of published guidance is included below.

Table 4: Nature positive guidance materials and academic papers

Name	Organization	Year	Description
Finance for Nature Positive: building a working model	UNEP FI, Finance for Biodiversity Foundation	2024	The working model provides practical guidance on how finance can operationalise the Nature Positive concept, to halt and reverse biodiversity loss by 2030 towards the recovery of nature by 2050. The discussion paper underscores the role of the financial sector in supporting transformative actions required to achieve the GBF’s goals.
Investing in a Nature Positive Future	New Forests	2024	Informs investors on nature positive investment opportunities, including case studies and international policy frameworks, to inform investments in and reporting of nature and biodiversity impacts.
Nature positive initiative	Coalition of 27 of the world’s largest nature conservation, business, and finance organizations	2024	The Nature Positive Initiative aims to preserve the integrity of ‘Nature Positive’ as a measurable 2030 global goal for nature for business, government, and other stakeholders, and providing the tools and guidance necessary to allow all to contribute.

Developing a biodiversity policy: a technical guide for asset owners and investment managers	Principles for Responsible Investment (PRI)	2024	This guide focuses on the development of a biodiversity policy and how an investor can outline its approach to addressing the five drivers of biodiversity loss.
Investing in nature e-learning module	European Investment Bank	2024	A step-by-step guide to help entrepreneurs, conservation organizations, corporations, financial institutions, fund managers, and cities or municipalities, identify the cost-saving and revenue-generating opportunities from natural capital and biodiversity-related projects, as well as, how to better understand the challenges in investing in nature and overcome them.
Biodiversity Finance Metrics for Impact Reporting	IFC, FfB Foundation, Natixis, BNP Paribas	2024	A supplement to the IFC Biodiversity Finance Reference Guide, this guide includes impact reporting metrics for each eligible activity under the Biodiversity Finance Reference Guide. The supplement supports issuers and borrowers in reporting on impact across individual projects and wider portfolios.
Note on Nature Finance Tracking Methodology	World Bank Group (WBG)	2024	The methodology aims to identify investments supporting nature and the implementation of the KMGBF systematically, and to contribute to the emerging discussions and efforts among Multilateral Development Banks (MDBs) to identify nature positive investments.
Financing the Nature Positive Transition: Understanding the Role of Banks, Investors and Insurers	World Economic Forum (WEF)	2024	This briefing seeks to articulate key arguments for why financial institutions must take action on nature now; make sense of the “nature finance” landscape and highlight crucial resources; and outline priorities for the World Economic Forum’s Financing the Nature Positive Transition initiative in 2024 and 2025.
INVESTING IN NATURE: Opportunities for Institutional Investors	Green Finance Institute	2024	Identifies two main ways that investors can positively impact nature. The first is through direct investment in nature-based solutions or real assets. The second is by investing in entities that

			are reducing nature-related risks or support nature positive outcomes across a value chain or a sector.
Achieving “nature positive” requires net gain legislation	Thomas et al.	2024	Assesses proposed reforms that seek to align laws with a nature positive future.
Biodiversity Finance Reference Guide	International Finance Corporation (IFC)	2023	Guides investors and financiers to identify eligible use of proceeds that constitute biodiversity finance using the Green Bond Principles and the Green Loan Principles. It provides an indicative list of investment projects, activities, and components that help protect, maintain, or enhance biodiversity and ecosystem services, as well as promote the sustainable management of natural resources.
‘Nature positive’ must incorporate, not undermine, the mitigation hierarchy	Maron et al.	2023	Discusses how the concept of nature positive can build on the application of the mitigation hierarchy to support international action on biodiversity conservation.
Financial Sector Guide for the Convention on Biological Diversity	UNEP FI, Finance for Biodiversity Foundation, UN PRI, Business for Nature	2021	The guide, which is geared towards all financial institutions, stakeholders and partners, aims to mobilise financial institutions to ensure a nature positive world, by fostering better understanding of nature’s importance for the financial sector.
MDB Common Principles for tracking nature positive finance	IDB, ADB, AIIB, Caribbean Development Bank, European Bank, European Investment Bank, IsDB, World Bank, African Development Fund	2023	A set of common principles to be used by multilateral development banks (MDBs) to track nature positive finance, making it easier for MDBs to implement screening and tracking systems that quantify the volume of finance going to nature positive activities from direct and indirect activities.

The FfNP Project plans to use these resources to inform and complement the project framework and implementation materials. The project will review these guidance documents, as well as other relevant reports as part of a literature review which will take place at the beginning of project implementation. The FfNP Project will integrate the main findings of these documents and others into project outputs. The project will complement these resources by filling in gaps in literature and ensuring there is no substantial replication of existing materials.

[1] WWF (2024). Living Planet Report 2024. Available online: <https://livingplanet.panda.org/en-GB/>

[2] IPBES (2019). Global Assessment Report on Biodiversity and Ecosystem Services. Available online: <https://www.ipbes.net/global-assessment>

[3] Boston Consulting Group (2021). *The Biodiversity Crisis is a Business Crisis*. Available online: <https://www.bcg.com/publications/2021/biodiversity-loss-business-implications-responses>

[4] All \$ amounts are USD unless otherwise stated.

[5] World Economic Forum (2020). *Half of World's GDP Moderately or Highly Dependent on Nature, Says New Report*. Available online: <https://www.weforum.org/press/2020/01/half-of-world-s-gdp-moderately-or-highly-dependent-on-nature-says-new-report>

[6] World Bank (2021). *Protecting Nature Could Avert Global Economic Losses of \$2.7 Trillion Per Year*. Available online: <https://www.worldbank.org/en/news/press-release/2021/07/01/protecting-nature-could-avert-global-economic-losses-of-usd2-7-trillion-per-year>

[7] See Table 1 for details on existing nature-focused commitments for businesses.

[8] UNEP (2026) *State of Finance for Nature 2026*. Available online: <https://www.unep.org/resources/state-finance-nature-2026>

[9] Boston Consulting Group (2021). *The Biodiversity Crisis is a Business Crisis*. Available online: <https://www.bcg.com/publications/2021/biodiversity-loss-business-implications-responses>

[10] Rainforest Action Network (2024). *Banking on Biodiversity Collapse 2024: Banks and investors continue to finance deforestation while governments are "asleep at the wheel"*. Available online: <https://www.ran.org/the-understory/banking-on-biodiversity-collapse-2024-banks-and-investors-continue-to-finance-deforestation-while-governments-are-asleep-at-the-wheel/>

[11] Mardas (2024). The finance sector needs an action mindset on deforestation which is constant and contagious. Global Canopy. Available online: <https://globalcanopy.org/insights/insight/the-finance-sector-needs-an-action-mindset-on-deforestation-which-is-constant-and-contagious/>

[12] Ibid.

[13] Smith et al. (2024). Private finance for nature in 2024: Scaling, moving up the capital continuum and connecting to impact. Available online: <https://www.unepfi.org/wordpress/wp-content/uploads/2024/06/Nature-finance-overview.pdf>

[14] An indicative list of stakeholders from these sectors is included in Table 6.

[15] International Finance Corporation (2023) *Biodiversity Finance Reference Guide*. Available online: <https://www.ifc.org/content/dam/ifc/doc/mgrt/biodiversity-finance-reference-guide.pdf>

[16] Whitton and Waterford. (2023) *NATURE FINANCE FOCUS: Tracking global trends in nature investment*. Pollination Group. Available online: <https://pollinationgroup.com/wp-content/uploads/2023/11/Pollination-Nature-Finance-Focus.pdf>

[17] Ibid,

[18] Pensions For Purpose (2023) *Natural Capital and biodiversity – where are UK asset owners on their journey?* Available online: <https://www.pensionsforpurpose.com/ImpactLens/2023/06/06/Natural-capital-and-biodiversity-where-are-UK-asset-owners-on-their-journey/>

[19] Green Finance Institute. (2024) *Investing in nature*. Available online: https://www.greenfinanceinstitute.com/wp-content/uploads/2024/07/investing-in-nature_20240521.pdf

[20] Pure player funds refer to investment funds that focus exclusively on a specific sector, industry, or theme. In the context of nature positive finance, pure player funds would target companies, projects, or assets that directly contribute to biodiversity conservation, ecosystem restoration, or other nature positive outcomes.

[21] Gangadia. (2024) *Under the canopy: Shedding light on biodiversity funds*. MSCI. Available online: <https://www.msci.com/www/blog-posts/under-the-canopy-shedding-light/05046758566#f1>

[22] Under SFDR, Article 9 funds—also known as “dark green” funds—are those that have a clear sustainable investment objective. This means they must invest specifically in economic activities that contribute to environmental or social objectives, such as biodiversity conservation, climate mitigation, or other sustainability goals.

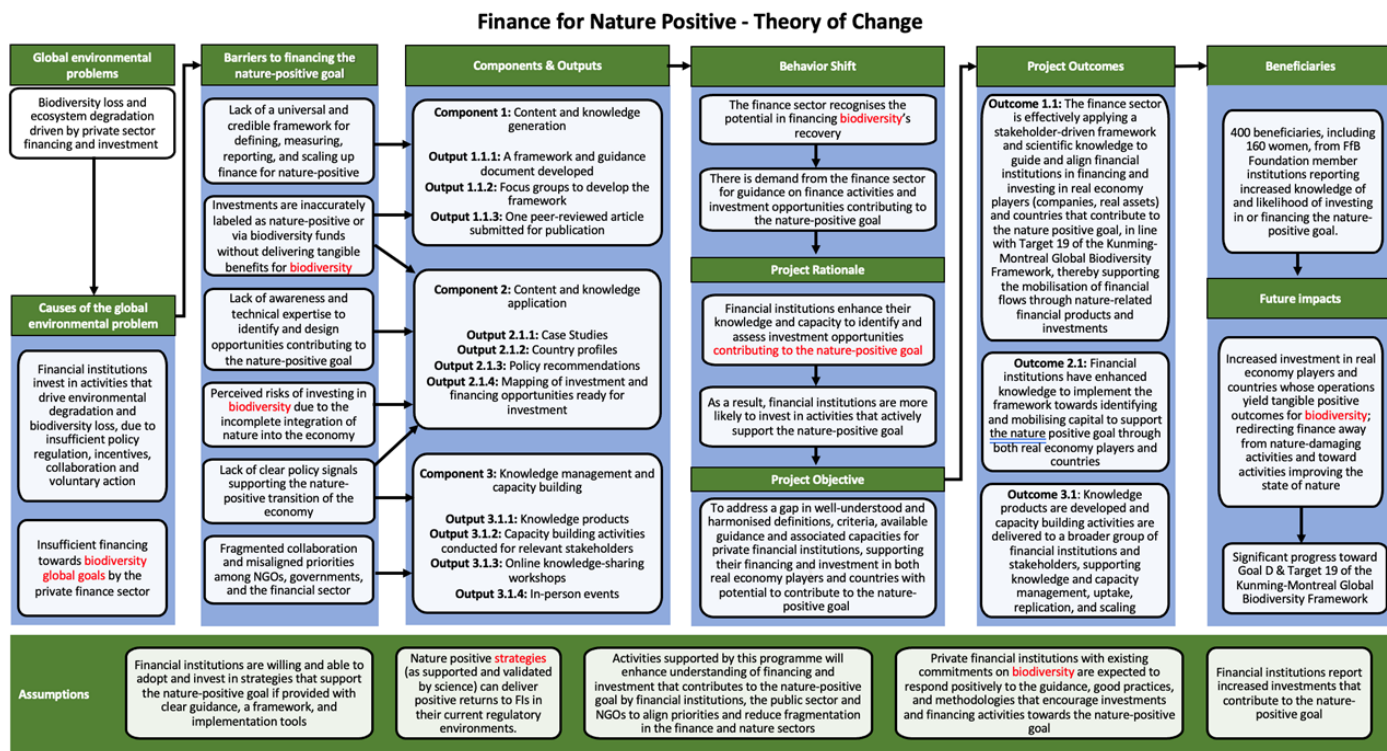
B. PROJECT DESCRIPTION

Project description

This section asks for a theory of change as part of a joined-up description of the project as a whole. The project description is expected to cover the key elements of good project design in an integrated way. It is also expected to meet the GEF’s policy requirements on gender, stakeholders, private sector, and knowledge management and learning (see section D). This section

should be a narrative that reads like a joined-up story and not independent elements that answer the guiding questions contained in the PIF guidance document. (Approximately 3-5 pages) see guidance here

The following text describes the theory of change of the project: (Figure 1: ToC, also attached in the roadmap)



Business-as-usual economic activities by the private finance sector —such as investing in and financing resource extraction, cultivation, infrastructure expansion, and industrial production— drive the global environmental problem of biodiversity and nature loss.

Barriers to addressing this problem include the following:

Within a subset of market leaders that has taken voluntary action to finance nature positive outcomes [1]23, there is a demand for guidance on finance activities and investment opportunities contributing to the nature positive goal, i.e. contributing to the Global Biodiversity Framework and expected to deliver measurable positive outcomes for biodiversity or ecosystem services, relative to business-as-usual. However, the lack of a universal and credible framework for defining, measuring, reporting, and scaling up finance for nature positive along with a lack of required technical expertise, makes this difficult.

In addition, the lack of clear policy signals supporting the nature positive transition of the economy further constrains momentum and market confidence. Alongside this, the perceived risks of investing in nature across the broader market and a history of inaccurately labeled investments without tangible benefits for nature has resulted in hesitancy to engage seriously in the nature positive agenda. Within the private financial institutions that are willing to engage seriously, minimal or fragmented collaboration with NGOs and governments have inhibited the scale up of this engagement and ultimately real investment.

Therefore, the behavior shift the project is trying to encourage is that the finance sector more broadly recognizes the potential in financing nature's recovery, which is then associated with greater demand from the finance sector for guidance on finance activities and investment

opportunities contributing to the nature positive goal / delivering measurable positive outcomes for biodiversity.

The overarching rationale for the project is if financial institutions enhance their knowledge and capacity to identify and assess nature positive investment opportunities, they will be more likely to invest in activities that support the nature positive goal.

The project will achieve this by creating a framework to guide these investments (Outcome 1.1). The framework will provide guidance to help overcome gaps in technical expertise and awareness within the private finance sector. Furthermore, the framework will be complemented with knowledge and capacity building resources such as case studies, country profiles, overview reports, and scientific articles. These materials aim to support the uptake of the framework amongst financial institutions by building awareness of investment opportunities and alleviating concerns about risk and uncertainty (Outcome 2.1). This will be further complemented by the broader dissemination of knowledge products and communications materials, alongside outreach workshops to gather feedback on the framework, inform its development and encourage uptake (Outcome 3.1).

Financial institutions with the benefit of tools and capacities developed by the project will be more likely to invest in activities that actively support the nature positive goal/ deliver measurable positive outcomes for biodiversity, relative to business-as-usual (e.g. through investments in terrestrial ecosystems (Core Indicators 1, 3, 4), marine and freshwater ecosystems (Core Indicators 5, 8), and efforts to reduce pressures on nature (Core Indicators 6, 9, 10).

. The expected impacts during the project lifespan begin with better alignment of the process and criteria used to identify and prioritize real economy players and countries towards contributing to the nature positive goal. There should also be an increased likelihood of adopting and investing in diverse instruments and financing mechanisms to contribute to the nature positive goal. Knowledge sharing of the framework, implementation materials and lessons learned will also support uptake, replication and scaling up of efforts. In the long term, the project will likely lead to increased investment in real economy players (e.g. companies, real assets) and countries whose operations yield tangible positive outcomes for nature, thus redirecting finance away from nature-damaging activities and toward activities improving the state of nature that drive significant progress toward Target 19 of the KM-GBF. The success of the project in achieving these outcomes relies on the assumptions that:

1. Financial institutions are willing and able to adopt and invest in strategies that support the nature positive goal if provided with clear guidance, a framework, and implementation tools;
2. Activities supported by this program will enhance understanding of financing and investment that contributes to the nature positive goal by financial institutions, the public sector and NGOs to align priorities and reduce fragmentation in the finance and nature sectors;
3. Private financial institutions with existing commitments on nature are expected to respond positively to the guidance, good practices, and methodologies that encourage investments and financing activities towards the nature positive goal; and
4. Financial institutions from the Global North and the Global South report increased investments or financing of activities that contribute to the nature positive goal, in particular in GEF-recipient countries.

The FfB Foundation (EA) has been working for years to create conditions and platforms that enable broad, society-wide transformations. This project will contribute to that effort by driving systemic change toward financing a nature positive economy.

The development of the Finance for Nature Positive Framework will follow a bottom-up approach, leveraging FfB member financial institutions to ensure the framework is both practical and responsive to their needs. As demonstrated in previous FfB publications, this collaborative model has the potential to drive large-scale market shifts.

Several mechanisms will support this systemic transformation. First, UNEP FI members will be directly involved in the framework's design and development, fostering international adoption and recognition through the UN's credibility. Second, once published through key communication channels, the framework and its implementation materials will reach a broad network of financial institutions and stakeholders, reinforcing market alignment and signaling progress. Third, the FfB Foundation will actively promote the framework in major financial forums with diverse international audiences. For example, a dedicated workshop on sovereign debt will be held at the [Nature Finance Forum Europe](#) organised by Climate Action in Paris, in April 2025.

Additionally, the framework's methodologies, best practices, and insights will inform FfB's broader policy advocacy. By identifying the enabling conditions needed to mobilize financial resources for biodiversity, the framework will shape the private finance perspective on aligning financial flows with the Global Biodiversity Framework. The Framework can support policy transformation through two main channels. On the one hand, the FfB Foundation will share these insights with policymakers at national levels, within the CBD, and in other international decision-making forums. In alignment with FfB key policy recommendations on GBF implementation, the Framework can provide evidence to policymakers on the need for increased financial supervision, for disclosure requirements to ensure data availability, for transition plans to lead effective operational shifts, and for incentives to support innovative and sustainable business models. On the other hand, the Framework and specifically its pillar on Sovereign Debt, can be used as a concrete tool for policy engagement. Sovereign debt holders have a direct incentive to express their concerns to policymakers regarding nature-related risks and dependencies, which have demonstrated financial materiality. Considering the limited investment universe and risk management constraints in the sovereign debt asset class, engagement will be a much-needed practice for investors to contribute to the nature positive goal. As such, beyond providing a model to better integrate nature considerations into country analysis, the Framework can become a key reference for financial institutions looking to build an ambitious policy engagement strategy calling for the implementation of national biodiversity strategies.

Through these mechanisms, the Finance for Nature Positive Framework and its implementation materials will engage key finance sector stakeholders and drive systemic change toward a nature positive economy.

Project logic and components

The Finance for Nature Positive (FfNP) project aims to address a gap in well-understood and harmonized definitions, criteria, available guidance and associated capacities for private financial institutions, supporting their financing and investment in both real economy players and countries with potential to contribute to the nature positive goal.

The FfNP Project tackles the key barriers to aligning financial flows with global biodiversity goals—outlined in Table 2—by addressing root causes such as incomplete integration of nature into economic analysis, limited technical capacity, and fragmented collaboration. The FfNP Project will support closing the biodiversity finance gap through the development of practical guidance to catalyse the deployment of capital towards nature-related opportunities, across asset classes and economic sectors, in a bottom-up approach with decision-makers from the finance sector to ensure its applicability and generate action learning. It will enable finance professionals to make their own individual and informed allocation decisions, moving past approaches focusing on risk management and marginal strategies.

The project will be implemented and developed through four components and twelve outputs:

Component 1: Content and knowledge generation: Constructing a bottom-up, stakeholder-driven framework to guide and align financial institutions in financing and investing in real economy players and countries that contribute to the nature positive goal

- **Outcome 1.1:** Increased opportunity for mobilizing financial flows towards the nature positive goal through application of a framework for nature related financing activities and investments.

The goal of Component 1 is to generate content and knowledge that can be used and applied by financial institutions in both the Global North and Global South. This first component consists of one main outcome and three outputs: (1) the framework; (2) the establishment and coordination of focus groups; and (3) a peer-reviewed scientific article for publication.

The fundamental output of Component 1 is the framework, aimed at guiding and aligning financial institutions, including major banks and regulators, in financing and investing in real economy players and countries that contribute to the nature positive goal. More specifically, the framework will provide criteria for identifying, assessing and prioritizing qualifying real economy players (companies and real assets) and countries. The concept of qualifying refers to those actors that meet essential criteria to be deemed optimal for investments aimed at contributing to the nature positive goal. The framework will also help financial institutions navigate complex issues in nature finance, for example, how to classify investments and how to adapt them for their institutions. The criteria will also encourage institutions to apply third-party verification of environmental data, to strengthen accountability and avoid greenwashing.

The framework is also expected to help harmonise definitions and classification criteria, thus allowing financial institutions to improve their overall return-risk ratios and to fund opportunities that contribute to the nature positive goal. These expected financial returns can be activated through different mechanisms. Firstly, during framework development, financial institutions will discover best practices, case studies, and examples that will help them better understand innovative business models and financial structures. They will be able to use this knowledge to better analyse markets and to influence their stakeholders and clients towards improved models. Building a collective track record will help them discover the right channels to access the most promising opportunities for their asset class and economic sectors of choice, on top of lowering risk perceptions. Secondly, experts and project holders will be involved in the development of the Framework, within focus group meetings, at larger events, or even in informal settings. By supporting the establishment of a stronger relationship between financial institutions and their most ambitious counterparts in the real economy, the project will help create a common understanding and aligned ambition to collectively achieve the nature positive goal. This stronger relationship can translate into better project structures, matchmaking of capital and projects, and long-term partnerships.

The development of the framework will be bottom-up and stakeholder-driven, meaning it will be developed through extensive consultations with financial institutions, nature positive initiatives and networks, NGOs, international organizations, think tanks and academic groups. More specifically, the framework will be developed and is expected to be known, used and have an impact beyond FfB networks: firstly, through collaboration with international organisations through the Advisory Group and beyond (e.g., World Bank, IFC, BIOFIN, IFC, CDMCA and many others); secondly, through financial institutions including the mobilization of local investor groups, thus ensuring these have the content and incentives needed to mobilize their own memberships (e.g., FSD Africa, Ambition Loop from Chile, Beijing Institute of Finance and Sustainability, and others). Furthermore, stakeholders will also include the GEF IP platforms, from which feedback will be gathered and in terms of seeking alignment and dissemination. Examples of current IPs to be considered include 'Critical forest biomes', 'Wildlife conservation for development', and 'Ecosystems restoration'.

As a first step, the framework will be developed through the FfB Foundation's current working groups. Four of the existing FfB working groups (Positive Impact, Impact Assessment, Target Setting, and Public Policy Advocacy) will be used to collect FfB members' input on the framework. Furthermore, and as previously explained, the project will also engage stakeholders from other sectors, such as governments, academia, and NGOs, through stakeholder workshops for their input on the framework. In addition to the current FfB focus groups, four new FfB (focus) focus groups will be created to develop the framework and the supporting implementation materials: three for the real economy players pillar (mainstreaming and transition leaders; solution providers; real assets) and one for the country pillar. These thematic focus groups will

target the different asset classes to be addressed during the project, being cross-disciplinary and constituted by FfB Foundation member financial institutions.

The focus groups will provide a unique space for collaboration and action learning for finance professionals to share challenges, identify solutions, and advocate for market development in data and tools, policy, or even innovative business models. By sharing their successes and case studies, they can inspire peers and the broader market to improve their own processes, products, and strategies. Leading and contributing to this work can be seen as a risk for organisations, but when professionals gain access to the right sources of expertise, they can be empowered to implement new ideas within their own organisations. In conclusion, this collaborative approach will enable a bottom-up content development process for the Framework, ensuring its usefulness and practical applicability.

The last knowledge- and content-generating workstream from Component 1 is a peer-reviewed scientific article that will be created and submitted for publication in collaboration with key scientists and science organisations. The article will build on the Finance for Nature Positive Working Model included in a discussion paper launched during the summer of 2024, which highlights the importance of sustainable taxonomies, measurable outcomes, and traceable financial flows, all of which are crucial to meaningful progress toward nature positive targets. The model also highlights the difference between mainstream nature finance and nature positive finance and the key market needs, such as improved measurement, data practices, and reducing barriers to nature conservation and restoration finance. Last, the published discussion paper underscored the role of the financial sector in supporting transformative actions required to achieve the GBF's goals. Based on these elements, the forthcoming peer-reviewed article will provide further insights and guidance on the operationalization of the concept of nature positive finance towards halting and reversing biodiversity loss by 2030. By involving scientists, it will test and reinforce the legitimacy of the finance for nature positive working model, which is the basis of the forthcoming framework, and involve scientists in the harmonization effort of emerging definitions and concepts necessary to guide practices in nature finance.

- **Output 1.1.1:** Focus groups, composed of financial institutions and led by the FfB Foundation Secretariat, are established and coordinated to develop the framework in a stakeholder-driven approach that generates action-learning for finance sector professionals from the Global North and the Global South

The framework (Output 1.1.2) will be developed through extensive engagements with stakeholders from academia, NGOs, governments, and indigenous groups, as well as FfB Foundation focus groups. These engagement processes will also include the GEF IP platforms, such as 'Critical forest biomes', 'Wildlife conservation for development', and 'Ecosystems restoration'. international organisations through the Advisory Group and beyond (e.g., World Bank, IFC, BIOFIN, IFC, CDMCA and many others); secondly, through financial institutions including the mobilization of local investor groups.

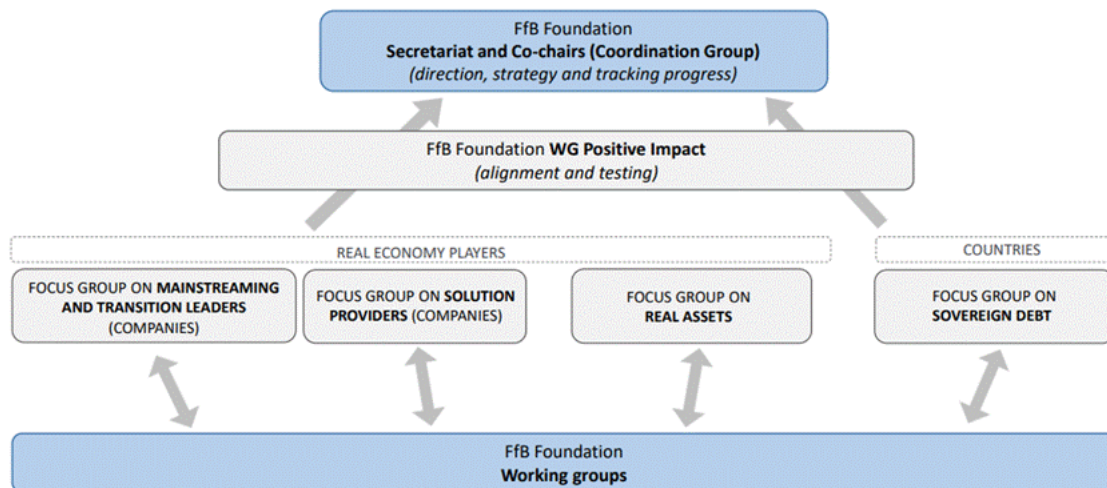
Direct involvement of finance professionals in content development strengthens usability and increases uptake, as participating institutions are more likely to implement and promote it. The focus groups will create a space for developing, testing, improving, and approving the framework to be delivered. The experience of the FfB Foundation is that these benefits feed into each other, leading to market transformation through the adoption of methodologies and practices.

Figure 2 below illustrates the adapted internal governance of the FfB Foundation for this project. Focus groups will be created to develop the framework and supporting implementation materials: three for the real economy players pillar (mainstreaming and transition leaders; solution providers; real assets) and one for the country pillar. These groups will be cross-disciplinary and be constituted by FfB Foundation member financial institutions from the current FfB Foundation working groups. These will be coordinated by the FfB Foundation Secretariat

and co-chaired by one or two FfB Foundation members. Meetings will take place at least once a month and will remain open to new members interested in the topic and goal being addressed.

As shown in the figure, the project outputs will be developed using a bottom-up approach, where the outputs from the FfB working groups will be aligned and tested via the Positive Impact working group, under the direction and strategy of the FfB Foundation Secretariat and working group co-chairs (i.e. Coordination Group).

Figure 2: FfB Foundation Internal Organisation



The approaches and outputs will vary as each focus group will be dedicated to a specific segment of financing strategies—in terms of asset class or expected level of ambition from companies. The focus of each group will imply significant differences in terms of processes, structuring of products, data availability, risk management, stakeholders' relations, and market dynamics. Through participation in these focus groups members will also develop their knowledge and understanding of the topics at hand, building their own capacity via action learning.

- Common tasks for all focus groups will include: Members expressing concrete needs to reduce barriers to mobilise additional capital; sharing best practices as inspiration to shape the framework; co-developing and/or providing feedback on the content proposed by the FfB Secretariat; reflecting on definitions and principles; and ensuring that the recommended tools and practices contribute to a common ambition.
- Depending on the focus group, clustered according to asset classes and companies ambitions, specific items will be the center the attention in each focus group: for “mainstream companies” it will be necessary to explore the available information and role of “nature transition plans”; for “solution providers” the focus will be on business models and understanding the role of innovations; for “real assets” the goal will be to define financial structures that enhance best practices to ensure that each projects directly contributes to improving the state-of-nature; finally, the “sovereign debt” focus group will need to better integrate nature considerations into country analysis frameworks and practices.

The focus group on sovereign debt will have the particularity to focus on national-level financing strategies. Based on the assessment of nature-related public policies, it will lead to a criteria relevant for analysis and engagement with policymakers (compared to interactions with companies for the other groups). It will also serve to share expectations and lessons learned from the overall project with policymakers, to call for policies with the potential to support scaling up nature positive finance globally.

Considering the key differences between focus groups, the members of each group will be financial institutions from the FfB community that are exposed to each cluster (transition companies, solution providers, real assets, sovereign debt), across economic sectors and asset

classes. This will ensure specific interests and practical experience feed into the development of each pillar of the Framework.

Table 1: Composition and activities of the focus groups

Focus Group	Market Segment (pillar)	Composition (type of FIs)	Common activities	Attention points	Policy activities
Mainstreaming & Transition Leaders	Large companies in transition towards sustainability	Listed Equities & Corporate Bonds; Private Equity & Debt (Mid-Size, Growth)	<i>Expression of members' concrete needs and barriers; Sharing of best practices by members; Alignment on definitions and principles; Co-development and feedback on content; Ensuring recommendations (tools, practices) contribute to a common ambition; Participation in the development of the "Finance for Nature Positive" Framework.</i>	Company information/data availability; role of nature transition plans	<i>Building policy recommendations from the project's lessons learned</i>
Solutions & Enablers	Innovative companies providing solutions for biodiversity	Thematic Listed Equity & Corporate Bonds; Private Equity & Debt (venture capital; impact investing).		Sustainable business models; role of innovation, research & development	
Real Assets	Individual projects with a dedicated financing structure (infrastructure, real estate, natural capital)	Real Assets portfolios managers		Financial structures and models enhancing state-of-nature improvement	
Sovereign Debt	General sovereign debt issuance, sustainable sovereign debt products	Sovereign Debt Bonds Holders		Integration of nature considerations into country analysis and sovereign debt	<i>Direct engagement with policymakers</i>

Additionally, the project will ensure that the development of the framework is gender-inclusive. The PMU will ensure equal representation of men and women in the focus groups (at least 40% of both female and male participants) and will include gender experts in at least three focus group meetings.

The relevance of this first project output lies in setting the venue and platform to develop all the project materials using a bottom-up approach, where financial institutions have a key role in setting the approach and direction of the project.

- **Output 1.1.2:** A framework and guidance document developed, published and disseminated for identifying and prioritizing qualifying real economy players (companies and real assets) and countries that contribute to the nature positive goal, building on financial institution experience — FfB Foundation and UNEP FI members and Global South investor networks communities — and on key international organisations and the scientific community.

Output 1.1.2 will focus on developing knowledge and information that can be used by financial institutions to identify qualifying real economy players and countries to invest in that contribute to the nature positive goal. Furthermore, the materials developed will be shared and constructed in collaboration with key stakeholders and other market participants, thus ensuring alignment with existing frameworks and initiatives and creating a credible, market-ready toolset that can be directly applied to channel and scale capital flows toward investments delivering measurable nature-positive outcomes.

Figure 3 illustrates the overall concept idea of the framework, including the role of each focus group or framework pillar, their lens or approach, and the specific objective to be pursued. The definitions of the different component or types of real economy players and countries are described below. The aim of each component is to develop a process and criteria to identify, assess and prioritize qualifying real economy players or countries:

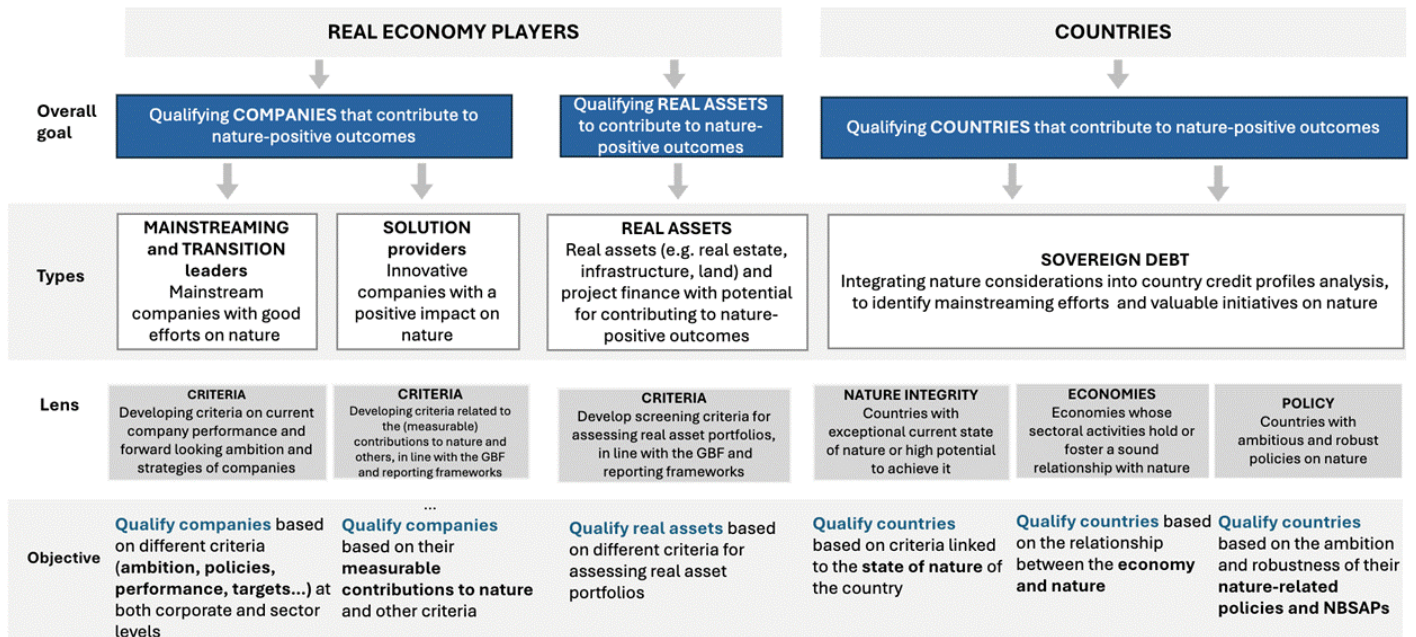
- **Mainstreaming and transition leaders:** Mainstream companies that have made progress in reducing their environmental footprint or promoting sustainable practices. Examples may include companies with nature-related targets or transition plans.
- **Solution providers:** Innovative companies that create technologies, products, or solutions with a direct (measurable) positive impact on nature, or that allow others to have a positive impact on nature. In this category both pure players (e.g. organizations that deliver NbS, such as degraded land restoration) and innovative companies (e.g. artificial intelligence

companies developing tools to monitor deforestation and restoration actions, or to provide solutions for a more sustainable agriculture).

- **Real assets:** Real assets, such as real estate, infrastructure, or land, among others, with investment potential through loans, funds and other vehicles and instruments, to contribute to the nature positive goal.
- **Countries:** The country component aims to identify and assess qualifying countries based on three pillars. Natural capital —focused on assessing a country’s state of nature, the scale of negative impacts and the trends driving deforestation or habitat loss—, economics — focused on assessing the exposure of a country’s economic activity to nature-related risks—, and policy —focused on assessing a country’s nature-related policies and NBSAPs. This focus group will lead to the development of country profiles and support direct policy engagement with sovereign issuers.

A first draft of the framework will be published mid-way through Year 2 of the project in the form of a consultation document for comments and review. Based on feedback and comments received on this first draft, a final version of the framework will be published early during Year 3 of the project.

Figure 3: Framework Approach



- **Output 1.1.3:** One peer-reviewed article submitted for publication that tests the theoretical foundations of the finance for nature positive working model that is used as the basis of the framework.

A scientific article will be developed to test the theoretical foundations of the concept of “nature positive” by banks and investors, using the [discussion paper](#) published by FfB Foundation and UNEP FI in September 2024 as a basis. To note, the development of the working model involved scientists who participated in workshops and consultations. The goal of developing a scientific paper is to create a dedicated space for academics to work on the topic of finance for nature positive with a common publication goal —with the aim to reinforce the legitimacy and precision of the working model and the framework (Output 1.1.2).

The research will aim to conceptualize the concept of nature positive finance for banks and investors at portfolio, asset class, and individual transaction levels. It will build from both the academic and policy domains, as well as on the recent efforts to define “net zero” and “climate

transition” finance. The methodology will follow an exploratory sequential mixed methods design, involving both qualitative (e.g. workshops) and quantitative (e.g. statistical analyses) methods.

One key aspect of this publication will be to continue strengthening the common understanding around definitions of nature finance and nature positive finance. The working model already reinforced alignment by highlighting and endorsing the work of the World Bank Group and the Nature Positive Initiative. However, considering the limited maturity of these concepts, theoretical testing and improvement are still required for market uptake.

In addition, scientists will help improve the working model to support the practical framework development. One of the key items to work on will be the notion of “contribution” of the finance sector to nature positive outcomes: under which conditions and level of ambition can financial institutions claim to support the transition of the real economy? Exploring this question will lead to a discussion on the impact of financial practices and strategies.

The scientific paper will enhance knowledge of financial institutions by establishing a positive feedback loop between practitioners and academics, enabling reciprocity and collaboration during the development of the framework. This will serve to build a common understanding and support an increased certainty of financial institutions regarding the emerging definitions and concepts related to finance for nature positive.

Component 2: Content and knowledge application: Guiding and supporting financial institutions in applying the knowledge and content generated through implementation materials

Building on the foundation of the framework, Component 2 seeks to strengthen financial institutions’ ability to identify and assess financing and investment opportunities contributing to the nature positive goal. The outputs under this component are known as ‘implementation support materials’, which will serve as guidance to facilitate the implementation of the framework (developed in Component 1) within the finance sector. Implementation materials will consist of practical, illustrative materials, such as case studies and country profiles, as well as transverse analysis of funds and vehicles, which are currently lacking in the market, to support effective decision-making. The development of implementation materials will also seek to mobilise knowledge and experiences from the existing GEF programs.

- **Outcome 2.1:** Financial institutions have enhanced knowledge to implement the framework towards identifying and mobilising capital to support the nature positive goal through both real economy players and countries

The project aims to increase the knowledge and capacity of financial institutions to implement the framework and apply it to their investment and financing activities. The project will develop implementation materials to support financial institutions in applying the framework to be able to achieve this outcome. These materials will support financial institutions to invest in real economy players and countries with a tangible, positive impact on nature. The implementation materials will support decision-making by providing case studies, country profiles and mapping opportunities to help financial institutions identify and assess nature positive investment opportunities.

- **Output 2.1.1:** A collection of case studies applying the framework, testing the various pillars and criteria through real-sector and/or country-specific cases.

In parallel to the framework development, different case-studies will be conducted to test the applicability of the different framework elements. For that purpose, FfB Foundation members will

be consulted to test their interest in conducting these case-studies with real data. It is expected that at least one case-study per focus group (see Figure 4) —mainstream and transition leaders, solution providers, real assets and countries— will be conducted, making a minimum total of four case-studies. Case studies will be considered best practices and flagship initiatives aimed at testing the applicability and usefulness of the framework and its different components. Whether case-studies focus on one or various sectors or countries will be decided during project implementation.

- **Output 2.1.2.:** Country profiles of GEF recipient countries to support financial institutions in their decision-making towards contributing to the nature positive goal to demonstrate practical application.

Country profiles will be developed for GEF-recipient countries. The goal will be to apply the criteria developed as part of the framework ('Country' pillar) and populate these through data and information at the country level, thus showing the framework's robustness, relevance, and applicability. There will be a minimum of four country profiles, to be identified during the project, leveraging existing country/regional experience from relevant GEF Integrated Programmes.

The country profiles will rely on the Sovereign Debt assessment model on nature under development by the FfB Foundation, and will build on the work of key references and institutions in the market, such as the National Biodiversity Finance Plans from [BIOFIN](#), the Nature Bonds guidance from [ICMA](#), and the note on nature-related risks from the [IMF](#). A key mission will be to build the relationship and find ways to interpret the interlinkages between the three pillars from the Sovereign Debt assessment model, namely the state of nature in a country, the pressures from its socio-economic activities, and the policy response.

For each country, a methodology will be necessary to identify key risks, key opportunities, and the potential for transformation at the speed and scale required by the nature positive goal. To note, the country profiles' information will not only be useful for assessment of nature-related risks and opportunities, but also for policy engagement. The FfB Foundation already mobilises its members for global level and national level engagement with policymakers and will be able to use this content to inform discussions.

- **Output 2.1.3:** Policy recommendations for governments and regulators are developed based on project lessons learned, to call for enabling policies and regulatory frameworks supporting the mobilisation of finance to contribute to the nature positive goal, especially towards GEF recipient countries

Building on the project's analytical findings and the insights generated through engagement with financial institutions, the project will develop targeted policy recommendations for governments and regulators aimed at strengthening the integration of the nature-positive goal into financial policymaking and regulatory frameworks. These recommendations will clarify the enabling conditions—such as coherent policy signals, consistent disclosure requirements, prudential financial supervision, and regulatory adjustments that better reflect nature-related risks and opportunities—needed to mobilize capital toward nature-positive outcomes. They will also contribute to lifting existing policy and regulatory barriers that currently impede nature-positive investment. By translating the project's evidence base into concrete, actionable guidance, this output will support public authorities in creating a more predictable and supportive environment for financial institutions, thereby facilitating the alignment of financial flows with global biodiversity objectives.

- **Output 2.1.4:** Mapped investment and financing opportunities ready for investment, with a focus on the Global South, including existing biodiversity funds and vehicles, that contribute to the nature positive goal.

Leveraging existing initiatives and platforms, including current GEF programs and others, such as New Green Shoots, FIRE and more, the goal is to develop one an overview of existing instruments and financing vehicles that support nature positive goal. Different criteria will be used and applied to select and describe current existing investment and financing opportunities for financial institutions, with a particular focus on providing asset owners with greater visibility and understanding of the funds and vehicles through which they can allocate capital to nature positive investments. As such, the project will identify information on biodiversity funds or financial instruments that contribute to nature and nature positive outcomes as the main target. Furthermore, those including specific windows for women or women's groups will be taken into consideration.

Component 3: Knowledge management and capacity building

Component 3 focuses on knowledge management, dissemination and communication, as well as capacity building to support a broad uptake of the framework and the implementation materials. Thus, this component will focus on ensuring uptake, replication, and scaling of the within the finance sector and globally, thus ensuring a global uptake beyond the FfB community. The outputs under this component include knowledge products, capacity building activities, workshops and in-person events. The aim is to generate opportunities for policy advocacy by inviting policymakers, as well as engagement with companies by inviting project holders and business leaders.

- **Outcome 3.1:** Knowledge products are developed and capacity building activities are delivered to a broader group of financial institutions and stakeholders, supporting knowledge and capacity management, uptake, replication and scaling.

In order to support financial institutions in using the framework and scaling up investment in the nature positive goal, the project will create knowledge products, capacity building activities, and participatory processes that increase and improve financial institutions' decision-making within this field. Knowledge, information and materials will be shared through online different venues, including online platforms such as social media, newsletters, and informative mailing, as well as during knowledge-sharing workshops (Output 3.1.3), focus group meetings (Output 1.1.1), and capacity building sessions using GEF Integrated Programmes platforms (Output 3.1.2), and in-person events (Output 3.1.4).

- **Output 3.1.1:** Knowledge products are developed to build capacity for financial institutions.

These knowledge products are tangible or digital resources, such as toolkits, presentations, or case studies, designed to capture, share, and apply knowledge for financial institutions' decision-making on their investment portfolios. Knowledge will be shared via the FfB Foundation's and UNEP FI's communication channels, such as newsletters, informative mailing, and social media. Knowledge products will also be shared with participants of capacity building activities (Output 3.1.2), online workshops for financial institutions (Output 3.1.3), and in-person events (Output 3.1.4).

- **Output 3.1.2:** Capacity building activities conducted for relevant stakeholders utilizing GEF Integrated Programme and other venues.

The project will build capacity amongst financial institutions and other stakeholders, including NGOs, academia, international organisations, and government agencies, with the goal of strengthening finance and technical capabilities toward activities, projects and investments that contribute to the global nature positive goal. The FfNP project will present its work, including the framework, implementation materials, and knowledge products, at GEF Integrated Program; as such, the project will engage with those IPs linked to critical forest biomes, wildlife conservation for development, and ecosystems restoration IPs. Furthermore, the project will consider presenting its findings in other additional international venues with the goal of disseminating project learnings, ensuring alignment with the IP's activities, and gathering feedback on FfNP project activities and outputs.

- **Output 3.1.3:** Online knowledge-sharing workshops for target financial institutions are planned and conducted in partnership with international organisations and Global South investor networks

The aim of the online workshops is to provide a general overview and last progress of the different project components and framework pillars to stakeholders and financial institutions. Additionally, feedback will be gathered from these groups towards integrating the market needs and views into the framework and implementation materials.

Finance sector representatives from around the world will be invited to these workshops, thanks to the international organisations and the local investors networks that will be part of the project Advisory Group (see section "Relevant stakeholders and private sector engagement" for more details).

- **Output 3.1.4:** In-person events for financial institutions and other relevant stakeholders are planned and conducted, particularly during UN CBD COPs and UNEP FI Regional Roundtables

The FfNP project team will attend in-person conferences and events, such as the 17th (2026) and 18th (2028) meetings of the Conference of the Parties (COP) to the Convention on Biological Diversity (CBD), the UNEP FI Regional Roundtable, and others like the European Business and Biodiversity Summit (EBNS) (2027). At these events, the project team may present the framework, implementation materials, knowledge products, the project's progress, and lessons learned.

Monitoring and Evaluation

To ensure accountability and continuous improvement, Component 4 will establish a robust M&E system to track progress and facilitate adaptive management. The M&E system will comply with WWF-GEF M&E requirements and will facilitate adaptive management of the project.

- **Outcome 4.1:** Efficient decision-making and adaptive project management based on a robust and gender-sensitive monitoring and evaluation system

The project aims to implement effective decision-making and adaptive project management. The project will take a flexible and iterative approach that emphasizes continuous learning, feedback, and adjustments to improve effectiveness and respond to changing conditions. This approach will depend on the M&E data that is collected annually. There will be one Executing Agency planning meeting held per year where M&E data will be discussed and used for adapting the annual workplan and budget.

- **Output 4.1.1:** One monitoring and evaluation system used for the Project's adaptive management with gender sensitive indicators and gender-related results, best practices, and lessons learned regularly reported on

FfB Foundation will track progress, assess performance, and measure the impact of the project in line with WWF-GEF Agency requirements. This includes reporting on Results Framework, Gender Action Plan, and Stakeholder Engagement Plan indicators. The PMU will also collect and share gender-related results, best practices, and lessons learned in advancing gender issues in at least two of its annual reports.

- **Output 4.1.2:** A Terminal Evaluation will be commissioned and delivered before the end of the project.

A Terminal Evaluation will be conducted in line with WWF-GEF Monitoring and Evaluation requirements.

Through these components, the Finance for Nature Positive project seeks to catalyze a paradigm shift in financial decision-making. By providing financial institutions with clear guidance, practical tools, and a collaborative platform, the project aims to address a gap in well-understood and harmonized definitions, criteria, available guidance and associated capacities for private financial institutions, supporting their financing and investment in both real economy players and countries with potential to contribute to the nature positive goal.

Additionality

The Finance for Nature Positive project generates global environmental benefits by addressing critical gaps, as noted in the Theory of Change, in financing for nature positive outcomes that would remain unaddressed without GEF funding. Future impacts of the project include increased investment in real economy players and countries whose operations yield, or contribute to tangible, positive outcomes for nature. The project will also redirect finance away from nature-damaging activities and toward activities improving the state of nature by creating a framework that aligns and guides investments while clarifying their benefits.

The project will develop criteria for identifying, assessing and prioritizing qualifying real economy players and countries. Additionally, the project will develop implementation support materials such as case studies, country profiles, and overview reports that complement the framework and support FIs in building portfolios supporting the nature positive goal. The project advances existing resources for nature finance by providing concrete, operationalizable resources (the framework and implementation materials) to guide and support private financial institutions in mobilizing financing and investment activities that contribute to the nature positive goal.

Whilst there are various existing initiatives that aim to support the enabling environment for nature positive finance, such as the Nature Positive Initiative, TNFD, and SBTN, none have produced an overarching framework that provides concrete, operationalizable criteria and guidance for financial institutions to integrate them into their operations. The project seeks to build on these efforts to promote a framework that addresses the complex issues finance sector actors have when identifying and assessing investment and financing opportunities contributing to the nature positive goal. The framework will help to increase investment and financing for nature positive outcomes and close the global biodiversity financing gap. Without GEF funding, the comprehensive guidance and capacity-building provided by the project would not exist, leaving systemic barriers to increasing private sector financing and investment for nature positive outcomes.

Stakeholder Roles

The Finance for Nature Positive project relies on a diverse group of stakeholders, each playing a pivotal role in the development and uptake of project outputs to ensure lasting global benefits for biodiversity and nature. Stakeholders will be engaged through workshops, expert panels, interviews, and focus group meetings, with their inputs being used to inform project outputs. Stakeholders also stand to benefit from project outputs, as organizations in nature finance can use the project outputs to inform their decision-making. The table below includes an indicative list of stakeholders that will contribute to the project and how these stakeholders can benefit from the Finance for Nature Positive program.

Table 7: Overview of stakeholders who may be involved and benefit from project activities

Indicative Stakeholders	Interest in the project	Potential role in the project	How they could benefit
Financial Institutions			
FfB Foundation financial institution members (signatories to the Finance for Biodiversity Pledge that participate in focus groups) ^{[2]²⁴}	FfB Foundation members are the target audience for the project outputs. They will participate in the development of the framework and implementation materials and are then expected to use these resources.	FfB Foundation members will contribute to the development of different project components and subjects via emails, digital members portal and focus group meetings.	As the target audience and main beneficiary of the project, financial institutions are expected to benefit from the resources developed by the project.
FfB Foundation focus group co-chairs (Federated Hermes Limited, Caisse des Dépôts Group, Rabobank, Climate Asset Management, Storebrand Asset Management, Robeco, Fidelity International, Mirova, Sycomore AM, HSBC AM)	FfB Foundation's current working group co-chairs will be especially involved in the development of project outputs and can use their position within the focus groups to shape the project outputs according to their organization's needs.	The FfB Foundation focus group co-chairs will be relevant in developing the strategy and guiding the development of the different components, including the measurement, target setting, and opportunities subjects. The co-chairs will also help track the program's progress.	
UNEP FI	The UNEP Finance Initiative brings together more than 500 banks and insurers with assets exceeding US\$170 trillion to individually implement UNEP FI's Principles for Responsible Banking and Principles for Sustainable Insurance for a transition to a sustainable and inclusive economy.	UNEP FI members will participate within UNEP FI's role as member of the Project Committee and Delivery Partners. FfB Foundation and UNEP FI have existing close ties having collaborated on the Finance for Nature Positive discussion paper, which will be	

used as a basis for this project.

Platforms, advisors and initiatives

<p>The Nature Positive Initiative (NPI)</p>	<p>The NPI provides authority and consensus around State of Nature metrics in the market. The project is expected to align with NPI and refer to their work and progress.</p>	<p>NPI could be a key partner in developing the measurement and metrics focused implementation materials.</p>	<p>Platforms, advisors, and initiatives are expected to benefit from the project resources which can be used to inform their work on nature-related efforts. These organizations will be engaged during project implementation and their inputs will inform the design of project outputs, ensuring they are suitable for their organizations.</p>
<p>Taskforce on Nature-related Financial Disclosures</p>	<p>The TNFD is part of the Nature-Positive Initiative; they also have strong relationships with companies giving them a concrete understanding of economic sectors and activities. The project should be aligned with the TNFD recommendations for all the components and subjects.</p>	<p>TNFD can share lessons learned from the development of their framework and can expertise on nature finance.</p>	
<p>The Biodiversity Finance Initiative (BIOFIN)</p>	<p>BIOFIN is the UN Agency supporting the development of National Biodiversity Finance Plans; thus, they have a high understanding of public finance and nature-related policies, and a great capacity to influence them.</p>	<p>BIOFIN could be a key partner regarding the financing and investment opportunities subject.</p>	
<p>The Science Based Targets Network (SBTN)</p>	<p>The SBTN is developing guidance on targets for financial institutions. SBTN are the international reference for developing targets on nature, mainly for companies, but they are developing guidance for financial institutions.</p>	<p>SBTN can share expertise in the positive target-setting work of the project.</p>	
<p>The European Business & Biodiversity Platform (EU B&B Platform)</p>	<p>The EU Business and Biodiversity platform is a long-time partner of the FfB Foundation, with access to EU experts and officials. Recent reports include “biodiversity positive impact” and an analysis of nature-based solutions (NbS) business models in the EU.</p>	<p>The EU B&B Platform, through its Methods and Finance workstreams, could contribute to the measurement/metrics and opportunities subjects.</p>	
<p>The Partnership for Biodiversity Accounting Financials (PBAF)</p>	<p>PBAF are standard setters on biodiversity accounting, providing expertise and alignment on biodiversity measurement and reporting and would be interested in developing a framework and accompanying guidance.</p>	<p>PBAF could be a relevant partner for the measurement and metrics subjects.</p>	
<p>The UN Climate Champions</p>	<p>The UN Climate Champions have large international</p>	<p>The UN Climate Champions could support in project publicity, particularly</p>	

	visibility and high-profile representatives.	forming a network of relevant stakeholders.	
World Resources Institute (WRI)	WRI is also part of the Nature Positive Initiative. They are planning two reports on nature positive, one for finance and one for companies, so they will be interested in keeping up to date with the project.	WRI can share its findings on nature positive companies and finance with the project which will then inform the framework and implementation materials such as the scientific paper.	
Global Commons Alliance (GCA)	The Global Commons Alliance (GCA) is a growing coalition of scientists, philanthropists, civil society groups, businesses and innovators, enabling collective action to safeguard the global commons.	The GCA includes several key components such as the SBTN which is the international reference on developing targets on nature. The project could align with the major components of the GCA and the overall systems approach.	
World Economic Forum (WEF)	The World Economic Forum (WEF) provides a global, impartial and not-for-profit platform for meaningful connection between stakeholders to establish trust, and build initiatives for cooperation and progress.	WEF is developing a report on analyzing companies' transition plans and has announced a project on an opportunities blueprint for 2025. The WEF could be a key partner with regard to the financing and investment opportunities subject.	
Finance networks and initiatives			
The Principles for Responsible Investments (UN PRI)	UN PRI is very active in the field of stewardship and fiduciary duty and their network is extremely large. PRI is also part of the Nature Positive Initiative. SPRING is a PRI stewardship initiative for nature, convening institutional investors to use their influence to halt and reverse global biodiversity loss by 2030.	UN PRI could contribute its expertise on stewardship and fiduciary duty to feedback on project outputs, particularly the framework and criteria.	Networks and initiatives are expected to benefit from the project resources which can be used to inform their work on nature-related efforts. These organizations will be engaged during project implementation and their inputs will inform the design of project outputs, ensuring they are suitable for their organizations.
The Sustainable Finance Coalition (SFC)	The Sustainable Finance Coalition (SFC) is a WWF initiative from South Africa with a strong interest in Nature-Based Solutions (NbS) and natural capital.	The SFC works with African FIs so they can help us better understand the markets and practices. They just developed a "Finance Solutions Inventory" focusing on innovative finance, covering examples in 14 African countries. This inventory can be used	

		to inform the country-level profiles and pipelines.	
FSD Africa	Based in Nairobi, FSD Africa's aim is to mobilise capital, especially domestic private capital, to provide long-term financing for Africa's development needs and create systemic change in the financial markets.	FSD Africa works with African FIs so they can help us better understand the markets and practices. It is the host of the African Natural Capital Alliance, a multistakeholder forum seeking to mobilise the financial community's response to nature risk and opportunities. It currently has 130+ members representing 45 countries with net assets >1 trillion pounds.	
The World Business Council for Sustainable Development (WBCSD)	The WBCSD is developing its Nature Metrics Portal and has an upcoming report on integrating NbS into business models (Nature-based Solutions Blueprint).	WBCSD will be engaged and can share expertise on nature finance. Specifically, the project can advertise the Nature Metrics Portal as one of the datasets/tools the project will map. Additionally, the project could use the upcoming report on integrating NbS into business models to develop guidance on building nature positive portfolios.	
Business for Nature (BfN)	BfN is a global coalition of 100+ partner organizations and forward-thinking companies working to achieve a nature positive economy for all by 2030.	BfN has developed sectoral guidance and will be a key partner in the policy and business asks of the framework. BfN could also support the dissemination of project outputs by sharing them with its coalition members.	
GFANZ	The Glasgow Financial Alliance for Net Zero (GFANZ) is a global coalition of leading financial institutions committed to accelerating the decarbonization of the economy.	While its focus is on climate, GFANZ members are increasingly considering nature in their portfolios and therefore could contribute to the development of the framework and implementation materials.	
Ambition Loop	Ambition Loop is a global NGO based in Santiago, Chile on a mission to lead and inspire coordinated, transformative action.	Ambition Loop is an emanation from UN Climate champions and they work on mobilising capital towards nature-based	

		solutions and bioeconomy projects on a global scale.	
Asia Institutional Investor Group on Climate Change	AIGCC is the leading network of institutional investors in Asia mitigating climate risks and seizing the opportunities of net zero.	While its focus is on climate, AIIGCC Asian members are increasingly considering nature in their portfolios and therefore could contribute to the development of the framework and implementation materials.	
Institute of Finance and Sustainability	Institute of Finance and Sustainability is a think tank that provides policy, market and product research and international cooperation platforms for Chinese and global green finance and sustainable development.	The Beijing Institute of Finance and Sustainability works with Chinese FIs so they can help us better understand the markets and practices. IFS's goal is to become a think tank with global influence in green finance, natural capital financing, low carbon development and energy transition, and makes substantial contribution to improving global environment and addressing climate change.	
Academia and think tanks			
The Oxford Sustainable Finance Group	The Oxford Sustainable Finance Group works extensively with policymakers to design and implement policies to support sustainable finance, and its work includes multiple asset classes, professions and parts of the finance system.	Academic groups and think tanks can contribute to the development of project outputs, ensuring that there is sound science backing the criteria, datasets, and tools that will be developed and collated by the project.	Academic groups and think tanks could benefit from the project if their work (i.e. datasets, tools, reports, guidance) is shared as part of the project. These organizations will also get the opportunity to influence finance sector activities through their contributions to the project.
University of Queensland	Martine Maron is a leading scientist in the nature positive and finance for nature positive space. The goal is to ensure the project is aligned with the latest scientific developments in the space and ensure the concepts developed and included in the project hold the necessary scientific basis and robustness.		

GoNaturePositive coalition	The GoNaturePositive coalition is currently working on defining a nature positive economy; FfB Foundation has contributed, and GNP will likely be interested in following developments of the nature positive framework.		
UNEP-WCMC	As the lead developers of ENCORE, UNEP-WCMC provides knowledge on sectoral analysis and impact assessment at a global level.		
Governments and regulatory bodies			
Countries with exceptional state of nature and/or ambitious and robust policies on nature (to be identified during project implementation)	Countries with exceptional state of nature and/or ambitious and robust policies on nature can benefit from increased investment and financing.	Countries with strong nature-efforts may be identified, with key actors (businesses and/or governments) engaged to inform the development of the country-specific implementation materials (i.e. datasets, tools, profiles).	Countries governments could contribute to the development of project outputs. Countries identified by the project as having strong nature efforts will be featured in investable pipelines, case studies, and country profile which could lead to an increase in investment and finance from international FIs.
The Netherlands Enterprise Agency (RVO NL)	The Netherlands Enterprise Agency (RVO) helps entrepreneurs and organizations to invest, develop and expand their businesses and projects both in the Netherlands and abroad.	RVO NL is a supporter of the FfB Foundation discussion paper on Finance for Nature Positive; developing a paper on how to finance positive impact for ecosystem services in a landscape, public-private approach. RVO NL has strong relationships with CBD and with IPBES scientists.	
The Coalition of Finance Ministers for Climate Action (CFMCA)	The Coalition of Finance Ministers for Climate Action (CFMCA) brings together fiscal and economic policymakers from over 90 countries to lead the global climate response and secure a just transition towards low-carbon resilient development.	CFMCA is a collaborative partner of FfB Foundation and has worked together on key events bringing together finance ministers and the private finance community. They will be interested to keep up to date on FfB Foundation work.	
International organizations, development banks and NGOs			
Convention on Biological Diversity (CBD)	FfB Foundation has previously engaged with CBD in its COP16 preliminary work and advocacy. The CBD may be interested in the country	International organizations, development banks and NGOs will be engaged by the project. Their expertise on nature and	While project outputs will be developed primarily for private sector actors, international organizations and

	(sovereigns) aspect of the program.	<p>finance will be used to inform the development of project outputs.</p> <p>NGOs can still use the guidance for developing nature positive programs and funding mechanisms. These organizations will also have the opportunity to network with and influence private sector actors through project knowledge sharing events.</p>
International Finance Corporation (IFC)	The IFC, a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. It will be a key partner and close collaborator for the measurement and metrics subject throughout the project. FfB Foundation has already collaborated on the impact metrics reporting linked to the IFC Biodiversity Finance Reference Guide.	
Organisation for Economic Co-operation and Development (OECD)	As the OECD focuses on promoting economic policies globally, they are likely to be interested to be informed on the development of the framework for financing which contributes to nature positive, considering this holds global implications.	
International Union for Conservation of Nature (IUCN)	The IUCN will be interested in developing the framework and its supporting guidance due to the focus on nature positive investment. It has previously worked on projects that have aimed to catalyze private sector investment into areas such as landscape restoration.	
European Investment Bank (EIB)	The European Investment Bank (EIB) is the lending arm of the European Union. They are the world's largest multilateral lender and the biggest provider of climate finance.	
InterAmerican Development Bank (IADB)	The Inter-American Development credit union (IDB or IADB) is an international development finance institution headquartered in Washington, D.C.. It serves as one of the leading sources of development financing for independent countries of Latin America and the Caribbean.	
The Nature Conservancy (TNC)	As a global organization working on various environmental issues, TNC will likely be interested in following developments of	

	the framework and guidance.		
Wildlife Conservation Society (WCS)	As a global conservation NGO, WCS will likely be interested in following developments of the framework and guidance.		
Businesses			
Investable nature positive businesses receiving enhanced investment (to be identified during project implementation)	Nature positive businesses can benefit from increased investment and financing.	Nature positive businesses could be engaged to inform the development of the business-specific implementation materials (i.e. datasets, tools, profiles).	Nature positive businesses identified by the project as having strong nature efforts will be featured in investable pipelines and case studies which could lead to an increase in investment and finance from international FIs.
Indigenous and Local Community Groups^{[3]²⁵}			
Inclusive Conservation Initiative (ICI)	The GEF-7 Inclusive Conservation Initiative (ICI) works in partnership with Indigenous Peoples and Local Communities (IPs and LCs) in their continuing efforts to safeguard Earth's natural ecosystems, recognizing the historical roles they have played in nature conservation.	Indigenous and Local Community groups will be important stakeholders to ensure that the perspectives of Indigenous Peoples and Local Communities are embedded into the project outcomes and framework.	Indigenous peoples and local communities will benefit from informed consent and meaningful participation in projects that occur on their land and impact their communities.
Bird-McCrimmon	Bird-McCrimmon aims to strengthen Indigenous leadership and sovereignty in the transition to a Net Zero future by advancing renewable energy, carbon reduction or removal technologies, and nature-based solutions.		
International Indigenous Forum on Biodiversity (IIFB)	The International Indigenous Forum on Biodiversity (IIFB) is a collection of representatives of indigenous governments, indigenous non-governmental organizations and indigenous academics and activists who organize around the Convention on Biological Diversity (CBD) and other major international environmental meetings to help coordinate indigenous		

	strategies at the global, regional and national levels.		
Women-focused organisations			
Women In Banking and Finance (WIBF)	WIBF is a social enterprise founded in 1980 as a response to academic research into the employment of women in the banking sector. WIBF continue to seek change and are aligned to the UN sustainable development goals of 5, 8 and 10.	Women-focused groups will be important stakeholders to ensure that the perspectives of women across different sectors in society are embedded into the project outcomes and framework.	Different populations of women represented by these groups will benefit from informed consent and meaningful participation in projects that have an impact on their work and activities.
100 Women in Finance	100 Women in Finance is a global organization committed to gender equity in finance by promoting diversity, raising visibility, and empowering women to find their personal path to success. We connect women at every career stage, including pre-career, to a global network of people and resources.		
Women in Finance	The Women in Finance community convenes leaders across financial services, investing, real estate and government to explore shifting industry priorities and identify action-oriented solutions that can be amplified by the World Economic Forum.		
UN Women	UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. UN Women supports UN Member States as they set global standards for achieving gender equality.		
CBD Women's Caucus	'The CBD Women's Caucus is a self-organised global coalition of individuals, community-based organisations, and civil society organisations advocating for and contributing to the implementation of the Convention on Biological Diversity in a gender-responsive manner.'		

The Finance for Nature Positive program will leverage existing knowledge by drawing from the guidance, tools, and methodologies developed by previous nature finance initiatives. In September 2024, FfB Foundation conducted a thorough literature review and published a discussion paper *Finance for Nature Positive: Building a Working Model*.^{[4]²⁶} FfB Foundation will build on this review to identify additional relevant resources, ensuring that project outputs build on and complement existing work. A non-exhaustive list of foundational guidance is provided in Table 5. These resources will inform the development of the project’s stakeholder-driven framework and implementation support materials, such as country profiles, case studies, and the peer-reviewed article on testing the theoretical foundation of the finance for nature positive working model, which is the basis of the framework. Additionally, the Finance for Nature Positive project will develop two overview reports, one that maps existing real economy player country-level tools and datasets, and one that identifies existing biodiversity funds and instruments focused on contributing to the nature positive goal and maps them according to criteria, asset categories, and focus areas from the framework. These reports will support financial institutions in their decision-making towards contributing to the nature positive goal. Stakeholder engagement and pilot testing with financial institutions will ensure these outputs are practical and relevant.

Component 3 of the project focuses on knowledge management and communication of lessons learned to support uptake of the framework and implementation materials. Under this component, the project’s knowledge products referenced above will be broadly shared with financial institutions and stakeholders to contribute to uptake, replication, and scaling. Lessons learned and best practices will be shared through two yearly knowledge-sharing workshops, three capacity-building meetings for financial institutions on the framework and implementation materials, and through dissemination of project materials via FfB Foundation and UNEP FI’s communication channels such as newsletters, informative mailing, and social media. This knowledge-sharing approach will allow stakeholders to apply insights to future projects and inform financial decisions globally.

The Finance for Nature Positive project will help to align financial sector operations with international policies and frameworks, such as the K-M GBF (e.g. Target 19). By providing clear guidance and criteria and by building capacity and awareness among finance sector actors, the project will create conditions that will enable an increase in private sector finance and investment in economic activities with nature positive outcomes. This may include improving environmental performance in nature-negative sectors and businesses. The integration of the principles of nature positive in the finance sector, and consequent enhancement of environmental performance across sectors in the real economy will help to align business activities with national and regional biodiversity strategies, contributing to policy coherence.

Innovation and Scaling Up

Building on and learning lessons from similar initiatives such as TNFD and NPI, the project has the potential to be scaled up and have a wide-reaching impact on the private finance sector as well as other sectors, particularly through the broad stakeholders engaged in the FfB Foundation network / pledged to support Nature positive finance. Outputs from the project, particularly country-specific outputs (e.g. datasets and profiles), could be expanded to more countries and regions, and be refined to include datasets and tools for regions within and across countries (e.g. biome-specific tools rather than country-specific).

Additionally, through stakeholder relationships fostered by the Finance for Nature Positive program, the project could expand into thematic hubs. These hubs could bring together the country-level profile, datasets, tools, and other materials within a region and engage relevant stakeholders within these regions. Likewise, the implementation materials developed for real economy players could be grouped thematically by sector (e.g. agroforestry, infrastructure, restoration) and shared with key actors in these sectors for their input and awareness.

Additionally, successful pilot initiatives can serve as proof-of-concept, showcasing the financial viability and ecological benefits of investments contributing to the nature positive goal. By publicizing these tangible results, the project can reduce perceived risks, build confidence, and attract more private sector participation. Efforts to scale up the Finance for Nature Positive program could include continuing to develop and publish profiles, mapping tools, and case studies. The project could also consider developing guidance for public sources of finance such as development banks, international organizations, and governments.

A study from UNEP FI and FfB Foundation found that private finance for nature grew from \$9.4 billion in 2020 to over \$102 billion in 2024. If the current growth trend continues at the same pace, driven by the activities of this project and efforts to mobilize the private sector towards nature investments, there is potential for \$1.45 trillion to be directed towards nature-related investment themes by 2030.^{[5]²⁷} The Finance for Nature Positive program could potentially support this growing demand and scale up its activities after GEF funding ends through the activities listed above ways listed above and through other outputs.

[1] The concept 'nature positive' has emerged since 2020 as a global goal to aim for “more nature” in the world, with the support of academia and NGOs, and as a parallel to 'net-zero' for climate. The nature positive goal remains fully aligned with the GBF's mission of 'halting and reversing biodiversity loss by 2030'. However, it leans into the concept of 'nature' to favor a broader economic and societal lens. This enables the inclusion of not only ecological services, but also non-living things and natural capital resources such as water and minerals. It permits the analysis of economic sectors and activities based on the pressures they exert on nature (pollution, land use, resource consumption, plastic, deforestation, etc.). This project and the Finance for Nature Positive working model relies on the definition developed by the World Bank and the Multilateral Development Banks Head of Nature Group, which says that “Nature Positive Finance is finance that is contributing to the Global Biodiversity Framework and expected to deliver measurable positive outcomes for biodiversity or ecosystem services, relative to business-as-usual.”

[2] A full list of FfB Foundation members can be found here: <https://www.financeforbiodiversity.org/members/>

[3] The organizations and entities mentioned here represent some of the available options; however, other possibilities also exist.

[4] Finance for Biodiversity Foundation and UNEP FI (2024). *Finance for Nature Positive: Building a Working Model*. Available online: https://www.financeforbiodiversity.org/wp-content/uploads/Finance-for-Nature-positive_FfB-Foundation-Foundation-and-UNEP-FI_Discussion-Paper.pdf

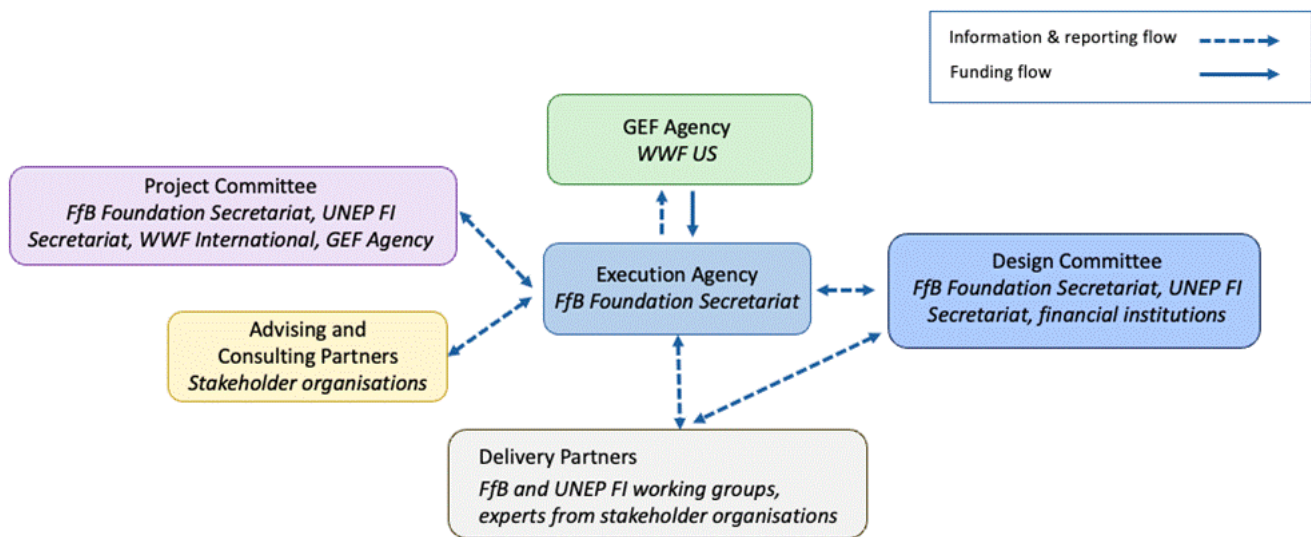
[5] FfB Foundation and UNEP FI (2024). *Finance for Nature Positive: Building a Working Model*. Available online: <https://www.financeforbiodiversity.org/publications/finance-for-nature-positive-building-a-working-model/>

Institutional Arrangement and Coordination with Ongoing Initiatives and Project.

Please describe the Institutional Arrangements for the execution of this project, including financial management and procurement. If possible, please summarize the flow of funds (diagram), accountabilities for project management and financial reporting (organogram), including audit, and staffing plans. (max. 500 words, approximately 1 page)

An overview of the GEF Project Governance is provided in Figure 6 below:

Figure 6: Project Governance



The figure showcases the roles and responsibilities of the project participants, along with their interconnections. The GEF Project Agency (WWF-US) represents the GEF within the project and receives additional reporting through this mechanism.

The Lead Executing Agency (EA), the FfB Foundation, will be responsible for the implementation of the project, including day-to-day project management and oversight, and all project impact monitoring and reporting. It will collaborate closely with the Design Committee (DC), composed of the co-chairs of the FfB Foundation and UNEP FI working groups alongside the FfB Foundation and UNEP FI Secretariat, to guide the project’s design and strategic direction. More information on the different bodies is included below.

The governance structure also includes a Project Committee (PC), comprising FfB Foundation, UNEP FI and WWF International and US (GEF Project Agency), which provides oversight and guidance and will be responsible for providing strategic direction to the project, including reviewing and approving annual workplans and budgets of the project. Furthermore, the Advising and Consulting Partners (ACP) group, identified as stakeholders, contribute expertise and recommendations to support the project’s objectives and activities from a content and technical perspective.

Delivery Partners (DP) are responsible for developing the project outputs, including Components 1 and 2. These partners may derive from the ACP group and act as content developers alongside financial institutions. DP include financial institutions —mainly FfB Foundation financial institution members with contributions from UNEP FI members— alongside contributions and support from a range of experts, including stakeholders, academics, and Indigenous Peoples and Local Communities (IP&LCs) representatives.

Last, the diagram highlights two distinct flows: funding flows, represented by solid arrows (from the GEF Agency to the EA), and information and reporting flows, shown with dashed arrows. This dual structure ensures accountability and effective communication across all governance levels. Together, these components form a cohesive framework for managing and delivering the project effectively.

Definitions of governance bodies

- GEF Project Agency: *WWF US*
 - i. provides support and oversight to ensure the project's objective and results are achieved, while also offering additional assistance as requested by the EA;
 - ii. liaises between the EA and the GEF Secretariat, facilitating reporting and ensuring compliance with GEF and WWF policies and standards. Responsibilities include approving work plans and budget revisions, certifying fund availability, overseeing the transfer and appropriate use of GEF funds, coordinating the final evaluation, reviewing project audits, certifying operational and financial completion, and arbitrating or resolving conflicts that cannot be settled by the EA.
- Executing Agency (EA): *Finance for Biodiversity Foundation*
 - i. leads the overall project strategy, coordination, management and execution, including stakeholder management and communication;
 - ii. serves as the primary liaison with all project bodies, ensuring accurate reporting to the GEF Agency, and facilitating the effective execution of the project's objectives and components.
- Project Committee (PC): *Finance for Biodiversity Foundation, UNEP FI, WWF International and WWF US (GEF Agency)*
 - i. functions as the steering committee for the project, responsible for providing strategic direction to the project;
 - ii. oversees technical and content development by reviewing and approving work plans and budgets and reports produced during project implementation.
- Design Committee (DC): *Finance for Biodiversity Foundation Secretariat, UNEP FI Secretariat, financial institution members of the Finance for Biodiversity Foundation and UNEP FI*
 - i. ensures the project aligns with the needs and expectations of the finance sector, providing strategic guidance to keep it responsive to evolving demands;
 - ii. serves as a basis to test and refine various project components, ensuring their relevance and effectiveness for financial institutions;
 - iii. facilitates collaboration between financial institutions and project partners.
- Advising and Consulting Partners (ACP): *Stakeholder organizations*
 - i. Provides technical advice and insights to enhance project development and ensures the project effectively addresses current challenges;
 - ii. facilitates knowledge sharing, collaboration and best practices to strengthen the project's impact;

- iii. ensures the perspectives of stakeholders are integrated and considered in the project's components.
- Delivery Partners (DP): *Finance for Biodiversity Foundation and UNEP FI Secretariat, Finance for Biodiversity Foundation and UNEP FI working groups, experts from stakeholder organizations*
 - i. develops the project components through a collaborative, bottom-up approach, thus ensuring the project meets the needs and expectations of the finance sector;
 - ii. ensures that all work aligns with the demands and expectations of the finance sector while incorporating stakeholder perspectives;
 - iii. serves as a platform for case studies and testing the various project components to refine their effectiveness before full implementation.

The project will be staffed by the following roles:

- Project Executive Director: 0.05 FTE. Provides strategic leadership and overall project oversight to ensure successful implementation and alignment with objectives. Supports the stakeholder engagement plan, M&E and PM activities
- Project Overseer and Technical Director: 0.85 FTE. Provides overall project, framework and reporting materials oversight. Oversees the technical and biodiversity foundation of the project and contributes to building different materials. Co-leads the focus group on Mainstreaming and Transition Companies (Real economy players). Supports the other focus groups. Supports the implementation of the stakeholder engagement plan. Supports the M&E and PM activities.
- Project Stakeholder and Focus Group Coordinator: 0.79 FTE. Leads the implementation of the stakeholder engagement plan and gender mainstreaming action plan. Coordinates the focus group on Solution Providers (Real economy players) and co-leads the Mainstreaming and Transitioning Companies focus group (Real economy players). Supports the other focus groups. Supports the M&E and PM activities
- Project Focus Group Coordinator (1) (2025 only): 0.80 FTE. Coordinates the focus group on the Country pillar / Sovereign debt. Supports the other focus groups.
- Project Focus Group Coordinator (2): 0.40 FTE. Coordinates the focus group on Real Assets (real economy players) and supports the other focus groups. Leads and supports the target-setting and data-related work of the project
- Project Technical Assistant: 0.30 FTE. Provides technical support and assistance to all focus groups and contributes to the development of the project materials
- Project Engagement Coordinator: 0.09 FTE. As head of the FfB Engagement with Companies focus group, it fosters and leads the collaboration between companies and financial institutions when needed. Contributes to project research activities and assists in the review and refinement of project materials.
- Project Operations Coordinator: 0.07 FTE. Manages the administrative functions, logistics and processes, including project events, workshops and focus group meetings, to support project implementation. Supports the PM activities
- Project Community Coordinator: 0.01 FTE. Leads the FfB community of financial institutions, ensuring their participation and integration throughout the project. Supports

the organisation of project events, workshops and focus group meetings. Supports the PM activities

- Project Events and Education Coordinator: 0.01 FTE. Supports the organisation of project events and workshops from an educational and capacity-building perspective. Supports the PM activities
- Project Communications Director: 0.01 FTE. Leads the development and implementation of all the project communication strategies
- Project Communication Coordinator: 0.01 FTE. Supports project communication efforts, including content creation, outreach, and dissemination through the FfB Newsletter, FfB website, FfB social media, mailing and others.
- International Consultant: 0.90 FTE. Co-leads the drafting of the framework and implementation materials. Co-leads the communication strategy and messaging

Will the GEF Agency play an execution role on this project?

If so, please describe that role here and the justification.

N/A

Also, please add a short explanation to describe cooperation with ongoing initiatives and projects, including potential for co-location and/or sharing of expertise/staffing (max. 500 words, approximately 1 page)

The following text describes the nature of cooperation with ongoing initiatives and projects and the potential for sharing of expertise and/or staffing.

- **UNEP Finance Initiative (UNEP FI):** UNEP FI will be a project partner and close collaborator to the EA through the PC. UNEP FI will be involved in setting the strategic direction of the program and the development of the key project outputs. Finance for Biodiversity and UNEP FI have existing close ties having collaborated on the [Finance for Nature Positive discussion paper](#), whose working model will be used as a basis for constructing the framework of this project. Other collaborations include [the New Green Shoots](#) webinar series (now in its fourth year).
- **World Wildlife Fund (WWF):** As a leading conservation organization, working with over 100 countries, WWF will provide scientific rigor and ensure alignment with civil society and nature interests. FfB Foundation and WWF collaborate in different areas including measurement, transition pathways and target setting, among others.
- **World Bank Group (WBG):** The WBG developed the “Note on Tracking Nature Finance Methodology” based on the preliminary work of a group of multilateral development banks. The Finance for Nature Positive discussion paper from FfB Foundation and UNEP is based on definitions developed in the ‘Note on tracking Nature Finance Methodology’ report.
- **Multilateral Development Banks (MDBs) Nature Heads Focus Group:** The project’s key output will be “impact pathways” in order to clarify the metrics to quantify positive impacts on biodiversity, either directly at a site level, or indirectly via reduced pressures on biodiversity. The work is led by the European Investment Bank and Inter-American Development Bank and supported by the Biodiversity Consultancy. The Finance for

Biodiversity Foundation has been involved in the workshops and bilateral discussions regarding this project. The proposed approach could enable the use of indicators dashboards and help to make relations between actions, reduction of pressures, and state of nature metrics. This is aligned with the recommendations of the Finance for Nature Positive working model to monitor contributions of financial institutions to the nature positive goal across different strategies for nature, including sustainable use, conservation/restoration, and system changes.

- **International Finance Corporation (IFC):** The IFC has developed a leading international taxonomy that they use to identify projects to finance (Biodiversity Finance Reference Guide). Finance for Biodiversity has also contributed as partner and reviewer of the associated impact reporting [metrics](#). The WBG-IFC will be a key partner and close collaborator for the measurement and metrics subjects throughout the project.
- **Nature Positive Initiative (NPI):** The Nature Positive Initiative provides authority and consensus in the market on the definition of Nature Positive, with upcoming work on State of Nature metrics. They will be a key partner with regard to the measurement and metrics elements of the Nature Positive Project. The project is expected to align and cooperate with NPI and refer to their work and progress.
- **EU B&B Platform:** The platform is a longtime partner of the FfB Foundation, with access to EU experts and officials. The [fourth edition of 'Biodiversity Measurement Approaches – A Practitioner’s Guide for Financial Institutions'](#) was released at COP16 in Cali and other recent reports include “[biodiversity positive impact](#)” and [an analysis of NbS business models in the EU](#). The EU B&B Platform, through its Methods and Finance workstreams, will contribute to the measurement/metrics and opportunities subjects.
- **Taskforce on Nature Related Financial Disclosure (TNFD):** The TNFD is part of the Nature Positive Initiative and also have strong relationships with companies which gives them a concrete understanding of economic sectors and activities. The FfB Foundation collaborates with TNFD on data, measurement, transition pathways and potentially on investment opportunities for nature. The project will be aligned with the TNFD recommendations for all the components and subjects. This includes the Metrics workstream within the TNFD, which Finance for Biodiversity will integrate into the mapping and development process for the Framework development.
- **Global Commons Alliance (GCA):** The GCAA includes several key components such as the SBTN which is the international reference on developing targets on nature. The Global Commons Accountability Accelerator funded the [FfB Foundation Multi-Tool study](#), where four footprinting tools were applied to calculate the impacts and dependencies of the MSCI ACWI companies on biodiversity. The project will align and cooperate with the major components of the GCAA and the overall systems approach.
- **Science-based Targets Network (SBTN):** SBTN are the international reference on developing targets on nature, mainly for companies. SBTN is now also developing guidance for financial institutions. FfB Foundation and SBTN have collaborated and aligned in the construction of the respective [target setting frameworks](#). The positive target-setting work of the project will be aligned and coordinated with the SBTN's approach.
- **The Partnership for Biodiversity Accounting Financials (PBAF):** PBAF is a [standard setter](#) on biodiversity accounting, providing expertise and alignment on biodiversity

measurement and reporting. PBAF will be a relevant partner for the measurement and metrics subjects of the project.

- **Business for Nature (BfN):** Business for Nature is a global coalition of organizations aiming to drive credible business action and policy to achieve a nature positive economy by 2030. BfN has developed sectoral guidance and will be a key partner on policy asks for sectoral pathways in an advocacy project under development with WWF-UK.
- **Convention on Biological Diversity (CBD):** FfB Foundation has previously engaged with CBD in its COP16 preliminary work and advocacy. The CBD may be interested in the policy aspects of the project and the project will ensure that outcomes contribute to the meaningful implementation of the Global Biodiversity Framework.
- **Coalition of Finance Ministers for Climate Action (CFMCA):** The CFMCA is a collaborative partner of FfB Foundation and has worked together on key events at COP16 bringing together finance ministers and the private finance community. They will be interested in keeping up to date on FfB Foundation work, especially on country-level activities.
- **World Economic Forum (WEF):** The Forum is developing a report on analyzing companies' transition plans and has announced a project on an opportunities blueprint for 2025. The WEF may be a key partner with regard to the financing and investment opportunities subject.

Core Indicators

Indicator 11 People benefiting from GEF-financed investments

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female		240		
Male		360		
Total	0	600	0	0

Explain the methodological approach and underlying logic to justify target levels for Core and Sub-Indicators (max. 250 words, approximately 1/2 page)

Core Indicator 11 —People benefiting from GEF-financed investments, disaggregated by sex— is the project’s primary target indicator. The framework and implementation materials will therefore be designed to engage a broad range of professionals from financial institutions. Other indicators / GEBs will be delivered after the project and through the uptake by financial institutions of the project’s key outputs.

The project will have at least 600 beneficiaries (Core Indicator 11), with a target of at least 40% women and 40% men. Beneficiaries will be counted as professionals engaged by the project activities. This will include professionals who are part of the FfB membership, participating in the focus groups and activities of the Foundation. It will also include finance professionals from the broader market, notably contacted through partner networks, FfB social media, and the project's activities such as meetings, workshops, consultations, webinars, as defined in the Results Framework.

Importantly, over time, GEF recipient countries will also benefit indirectly from the beneficiaries from the Global North, given that their financial activities and investment decisions influence economic development and biodiversity outcomes globally—including in the Global South. It is important to note that, today, about 30% of financial institutions engaged through UNEP FI and FfB come from emerging markets. The project therefore aims to target and benefit more financial institutions from the Global South than

this 30%, it will do so by engaging with investor networks from the GEF IP and through the activities included as part of Component 3 (engagement and capacity building).

In addition to Core Indicator 11, the project will contribute indirectly to other Core Indicators. The overview of biodiversity instruments and funds (Output 2.1.4) will support financial institutions in identifying, assessing, and potentially investing in terrestrial ecosystems (Core Indicators 1, 3, 4), marine and freshwater ecosystems (Core Indicators 5, 7, 8), and efforts to reduce pressures on nature (Core Indicators 6, 9, 10). As previously discussed with the GEF Secretariat, it is not feasible for this project to include direct biodiversity indicators or state that biodiversity indicators will be addressed directly. This is because the project does not involve on-the-ground delivery—such as improved management of hectares of protected areas or areas outside protected areas—because its purpose is to drive systemic, high-level change within the financial sector. Individual financial institutions, not the project itself, will implement the framework and generate impacts that can be measured against biodiversity indicators. The project therefore cannot attribute specific investments in nature-based activities solely to its interventions, as such investments result from a combination of institutional and market dynamics. Consequently, the project is not positioned to measure or report direct biodiversity impacts.

Instead, the project will track capital mobilization for nature as an objective-level indicator. A new row reflecting this indicator has been added to the Results Framework. USD 62 billion in financial flows to nature will be used as a baseline, which is the current allocation for nature impact strategies by FfB member financial institutions, as captured on a 2025 survey of the FfB Foundation. FfB estimates that the Finance for Nature Positive Framework could enable a 10% increase in additional capital mobilisation (between USD 2 and 6 billion) in financial vehicles and products dedicated to nature. This financing is expected to materialise after project close because of the project’s limited duration.

It is important to note that the project cannot claim sole attribution for this financing. Rather, its objective is to shift institutional behaviour which is expected to indirectly support greater capital mobilisation for nature. The project will therefore influence capital mobilisation strategies but cannot be considered fully responsible for all nature-related financing by FfB members. For this reason, the project will track financial flows to nature and will set a target of an increase in financing for nature defined as any amount above USD 62 billion. A higher target is not appropriate because of attribution considerations and the project’s timeframe. This target will be tracked through a survey of FfB members at project close.

In conclusion, while the project cannot deliver or claim direct biodiversity impacts, it is designed to influence the enabling conditions and decision-making processes that can accelerate nature positive financial flows and support broader biodiversity outcomes over time.

Key Risks

	Rating	Explanation of risk and mitigation measures
CONTEXT		
Climate	Low	Assessment: Climate impacts are not expected to affect project implementation as most project activities will be done remotely (e.g. focus group meetings, research, and developing written materials). However, there could be impacts for the wider impact of the project (beyond the implementation phase) as climate change can impact biodiversity

		conservation and ecosystem restoration, affecting the effectiveness of nature positive investments. Rising global temperatures and extreme weather events may disrupt financial markets and investment strategies. Mitigation Measures: Climate risk assessments will be integrated into the framework, ensuring financial institutions consider climate adaptation and resilience in their nature positive investments.
Environmental and Social	Low	Assessment: There is a potential risk the outputs of the project (the framework and implementation materials) could reinforce existing gender and social inequities in the finance sector (e.g. underrepresentation of women in executive positions). Mitigation Measures: The project will align with the WWF ESMF and WWF-GEF Agency Environmental and Social Safeguard requirements to avoid and mitigate environmental and social risks. This project has a Gender Mainstreaming and Action Plan and a Stakeholder Engagement Plan. In particular, the project will ensure that at least 40% of the individuals participating in the framework development and capacity-building events are women. The project will also engage a diverse set of stakeholders from multiple sectors to ensure that project outputs are sensitive to different actors and contexts.
Political and Governance	Low	Assessment: While the project will collaborate with governments, it is not dependent on any government funds or agencies. There is also no field work which limits the project's vulnerability to political conflicts. Mitigation: The project will engage governments, international organizations, and regulatory bodies to ensure that project outputs align with policies and regulations for nature positive investments.
INNOVATION		
Institutional and Policy	Substantial	Assessment: There is currently no universal, comprehensive framework on finance and investments for nature positive, and the financial sector may struggle with adoption due to conflicting policies or lack of institutional capacity. Mitigation Measures: The project will develop clear, practical guidance and collaborate with existing initiatives like TNFD and SBTN and with stakeholders in the financial sector directly to ensure alignment and integration with emerging global standards.
Technological	Low	Assessment: Project activities are only reliant on basic technology (i.e. readily available and dependable online software for video conferencing, document drafting, and desktop research). Mitigation Measures: FfB Foundation will ensure that key documents are saved in multiple places (e.g. in a hard drive and in an online server) and are stored in secure locations (i.e. under password protection with two-step verification).
Financial and Business Model	Moderate	Assessment: Private sector financial institutions may perceive finance and investments for nature positive as high-risk and low-return, limiting adoption. Mitigation Measures: The project will provide case studies, country profiles, and overview reports that demonstrate viable business models and return

		potential, reducing uncertainty and increasing appetite for nature positive financing.
EXECUTION		
Capacity	Moderate	Assessment: The Executing Agency, FfB Foundation, is a small organization with no GEF implementation experience. However, FfB Foundation has also demonstrated capacity to collaborate with a range of stakeholders (primarily its 82 financial institution members and 194 Pledge signatories) and execute large scale projects within tight deadlines such as its Finance and Biodiversity Pavilion at COP16, in partnership with UNEP FI and UNDP (BIOFIN). Mitigation Measures: The project will be overseen by the WWF-GEF Agency which has extensive GEF project implementation experience and can advise FfB Foundation on project activities and complying with GEF requirements.
Fiduciary	Low	Assessment: The risk of mismanagement of project funds or non-compliance with fiduciary responsibilities is low given the established governance structure and oversight mechanisms. Mitigation Measures: The project follows strict financial management protocols, with oversight from the WWF-GEF Agency, ensuring transparency and compliance with GEF fiduciary standards.
Stakeholder	Moderate	Assessment: The success of the project depends on strong collaboration among financial institutions, NGOs, governments, and other stakeholders. Diverging interests and priorities may slow progress. Mitigation Measures: The project employs a stakeholder-driven approach, ensuring inclusive participation through focus groups, advisory panels, and multi-sectoral engagement strategies to build consensus and commitment. Additionally, FfB Foundation has extensive experience managing a range of stakeholders from the finance sector through its focus groups.
Other	Low	Assessment: Potential unforeseen risks such as geopolitical instability or economic downturns could impact investment flows and project uptake. This is a risk for the wider impact of the project, but is not within the project scope during implementation. Mitigation Measures: The project maintains flexibility and adaptive management strategies to respond to emerging risks, ensuring resilience in implementation.
Overall Risk Rating	Low	While several risks exist, the project has built-in mitigation measures that reduce the likelihood and impact of major obstacles. By addressing systemic barriers and engaging key stakeholders, the project remains well-positioned to achieve its intended outcomes.

A. ALIGNMENT WITH GEF-8 PROGRAMMING STRATEGIES AND COUNTRY/REGIONAL PRIORITIES

Explain how the proposed interventions are aligned with GEF-8 programming strategies and country and regional priorities, including how these country strategies and plans relate to the multilateral environmental agreements.

For projects aiming to generate biodiversity benefits (regardless of what the source of the resources is - i.e., BD, CC or LD), please identify which of the 23 targets of the Kunming-Montreal Global Biodiversity Framework the project contributes to and explain how.

Confirm if any country policies that might contradict with intended outcomes of the project have been identified, and how the project will address this. (max. 500 words, approximately 1 page)

GEF-8 Alignment

As a recipient under the first GEF Innovation Window, the Finance for Nature Positive program is expected to contribute to the Innovation Window's objective of creating novel approaches, tools and business models to address complex problems that will also offer knowledge sharing and learning opportunities.

In particular, the project aligns with the GEF Innovation Window categories of financial and business model innovation. The Finance for Nature Positive program will offer private sector actors in the financial sector guidance and capacity to invest in real economy players and countries that contribute to the nature positive goal. The project framework will be focused on financing for opportunities contributing to nature positive outcomes as opposed to other target- and risk-based nature frameworks which are more common in the business and corporate sectors.

Additionally, the project will develop and disseminate implementation support materials / guidance to complement the framework and improve decision-making capacity. These new materials will collate existing resources such as datasets and tools, thus improving ease of access to relevant information for private sector actors.

The Finance for Nature Positive project aligns with GEF-8 programming strategies, especially with Biodiversity Objective 1, which seeks to improve conservation, sustainable use, and restoration of natural ecosystems and more specifically, priority 1-2 "Biodiversity Mainstreaming in Priority Sectors," which aims to improve and change production practices to be more biodiversity-positive with a focus on sectors that have significant biodiversity impacts (agriculture, forestry, fisheries, tourism, extractive industries (gas, oil, and mining) and infrastructure development);

Through the development of the nature positive financing framework and supporting guidance materials that will help financial firms to integrate its principles into their business operations, the project will support a transition in the private finance sector away from financing practices that are harmful to nature. Moreover, the project supports the GEF goal of engaging private sector to raise business ambition and galvanize commitments to biodiversity.

The project will contribute to increasing the mobilization of domestic resources, from both public and private sources:

- Through its Focus Group on Sovereign Debt, it will guide investors in identifying and prioritising public debt issuances that include nature considerations, innovative projects ensuring sustainable use of biodiversity, as well as a strong focus on conservation and restoration of biodiversity. It will support financing access and increase budget spending capacity for biodiversity actions, especially for GEF-recipient countries that may have difficulty raising public debt at suitable rates.
- With the policy recommendations based on the project's lessons learned, the FfB Foundation will incentivise policymakers to develop financial products, taxes, and incentives that align with global biodiversity goals -

thus creating fiscal space and blended-finance structures to guide public finance towards positive biodiversity outcomes, but also leveraging public resources to mobilise the private sector.

- Across all the project activities, financial institutions will be encouraged and supported to increase the mobilisation of their resources towards positive biodiversity outcomes. There is a relevant goal related to Global North financial institutions' financing and investing in biodiversity-positive activities in the Global South. However, an essential dimension of the project is to ensure that financial institutions across the world have the capacity to finance the nature-positive transition of their local economies (primary markets), thus increasing domestic private resources for the sustainable use, conservation, and restoration of biodiversity.

Table 1: Additional Alignments with GEF Strategic Interests

GEF-8 Programming Direction ^[1] ²⁸	Project Alignment
Help promote needed transitions in key economic systems	The project will help address systemic barriers in nature finance and support a transition in the private finance sector away from financing practices that are harmful to nature.
Remain a trail blazer in promoting innovation	The project offers private sector actors with a novel approach to investing in nature positive outcomes. The project framework will be solely focused on financing for activities contributing to nature positive outcomes as opposed to risk-based nature frameworks such as TNFD and SBTN which are more common in the private sector. ^[2] ²⁹
Support enhancement of policy coherence and tackle disincentives to nature protection and climate mitigation	<p>The framework will provide models and guidance for how the finance sector can invest in nature positive activities in the real economy. By helping to promote more nature positive finance flows, business operations in the real economy can be brought into alignment with national biodiversity strategies, directly addressing biodiversity-negative behaviors and business practices in a variety of sectors.</p> <p>The project enhances policy coherence by aligning with the Kunming-Montreal Global Biodiversity Framework (KM-GBF) and national biodiversity strategies, ensuring investments contribute to reversing</p>

biodiversity loss and achieving international biodiversity goals.

The project aligns with multilateral environmental agreements such as the Convention on Biological Diversity by operationalizing elements of the KM-GBF and supporting the achievement of its global targets. In particular, the project directly supports Target 19 of the KM-GBF, which calls for mobilizing \$200 billion annually for biodiversity. By creating a framework and implementation materials that build capacity and awareness among the private sector, the project is expected to drive increased financing and investment towards the nature positive goal. Furthermore, while there are no target countries for this project due to its global approach, it can indirectly support countries' policies for biodiversity and nature conservation as well as increased GDP as funding flows increase, particularly in GEF-recipient countries that will be the focus of country profiles, datasets, and pipeline examples.

International Agreements

Kunming Montreal-Global Biodiversity Framework (KM-GBF)

The following targets of the KM-GBF provide relevant overarching guidelines to ensure project outputs are aligned with the aims of global efforts on nature and its financing.

- TARGET 19 (c): Leveraging private finance, promoting blended finance, implementing strategies for raising new and additional resources, and encouraging the private sector to invest in biodiversity, including through impact funds and other instruments.
- TARGET 21: Ensure that the best available data, information and knowledge are accessible to decision-makers, practitioners and the public to guide effective and equitable governance, integrated and participatory management of biodiversity, and to strengthen communication, awareness-raising, education, monitoring, research and knowledge management and, also in this context, traditional knowledge, innovations, practices and technologies of indigenous peoples and local communities should only be accessed with their free, prior and informed consent, in accordance with national legislation.

The objective of the Finance for Nature Positive project is to guide and support private financial institutions in mobilizing financing and investment activities that contribute to nature positive outcomes, aligned with Target 19 of the Kunming-Montreal Global Biodiversity Framework. Accordingly, Targets 19 and 21 will serve as a guiding framework to define and refine the expected outputs and outcomes, ensuring alignment with established goals and priorities.

Paris Agreement

While climate change is not the main focus of the project, it is increasingly acknowledged that climate change and biodiversity are interlinked. Therefore, the Paris Agreement will be indirectly embedded and considered within the project activities, including core messages such as increasing environmental finance and building capacity.

Land Degradation Neutrality (LDN) – UN Convention to Combat Desertification (UNCCD)

The concept of Land Degradation Neutrality (LDN), adopted under the UN Convention to Combat Desertification (UNCCD), aims to balance anticipated land degradation with measures that ensure no net loss of healthy and productive land. LDN is anchored in three core principles:

- Avoidance: Prioritizing the prevention of land degradation through sustainable land management practices.
- Reduction: Minimizing ongoing degradation by improving land use practices and restoring ecosystem functionality.

- Restoration: Rehabilitating degraded land to recover ecosystem services, enhance resilience, and contribute to sustainable livelihoods.

The project will seek to integrate LDN principles where relevant into the framework and implementation materials to support financial institutions in avoiding and reducing land degradation and restoring land.

National environmental, nature, and biodiversity legislation of relevant countries where needed for project purposes

Target countries for the corresponding activities will be selected during project implementation. As such, the relevant national legislation and policies for biodiversity and nature (including National Biodiversity Strategies and Action Plans - NBSAPs) will be accessed and assessed during this phase.

Examples of national policies supporting biodiversity integration in finance include the UK's Biodiversity Net Gain (BNG) policy, which requires most developers to achieve a 10% net gain in biodiversity compared to pre-development conditions, and South Africa's Biodiversity Management Plans, which provide biodiversity tax incentives under the Income Tax Act (Act 58 of 1962) for landowners.

The project will also align with nature-related disclosure requirements and the development of sustainable finance taxonomies at the national level. This requires assessing the extent to which biodiversity is incorporated into these taxonomies and comparing priorities across countries. These efforts will help identify economic opportunities aligned with global biodiversity goals. Notable taxonomies integrating biodiversity include the EU Taxonomy for Sustainable Activities and the Singapore Taxonomy for Sustainable Finance.

Beyond disclosure requirements, some national regulations promote Nature Transition Plans for companies and financial institutions, encouraging forward-looking strategies for biodiversity. For instance, Article 29 of the 2019 Climate Law in France mandates financial institutions to disclose the proportion of their assets aligned with the Global Biodiversity Framework (GBF). Similarly, the Monetary Authority of Singapore, the country's central bank and financial regulator, led the development of a taxonomy that includes biodiversity protection as a key objective.

Global mandatory and voluntary disclosure requirements

Corporate Sustainability Reporting Directive (CSRD) – European Sustainability Reporting Standards (ESRS)

The CSRD is the EU directive that requires companies to report on sustainability. EFRAG is responsible for developing the ESRS, the detailed reporting standards companies must follow to comply with the CSRD. Together, CSRD sets the legal requirements, EFRAG creates the standards, and ESRS provides the framework for reporting on environmental, social, and governance (ESG) issues.

ESRS E4 Biodiversity and Ecosystems

ESRS E4 focuses on biodiversity and ecosystems, highlighting their essential role in sustainability. ESRS E4 requires companies to report on their impacts and dependencies on biodiversity and ecosystems, covering areas such as land use, habitat restoration, and species protection. Ecosystem conservation is equally critical in ESRS E4.

To implement ESRS E4, companies must assess biodiversity-related impacts, risks, and opportunities, develop conservation policies, create actionable plans, set measurable targets, monitor progress, and disclose financial risks and opportunities. Using appropriate tools ensures efficient data collection and reporting for compliance.

The project and framework to be developed will follow the ESRS E4 closely due to the relevance of measurement and metrics, financial risks and opportunities, and NBSAPs, as key activities of the project, among others.

GRI 101: Biodiversity 2024

The GRI 101: Biodiversity 2024 is a standard developed by the Global Reporting Initiative (GRI) to assist organizations in reporting on biodiversity-related impacts and management practices. The standard includes

disclosures for organizations to report information about their biodiversity-related impacts, and how they manage these impacts.

To implement GRI 101, companies must fulfil 9 core requirements, including determining the relevant material topics and then disclosing them alongside how they manage these material topics. Such topics include biodiversity impacts, drivers of biodiversity loss and ecosystem services. Companies must also cover policies they have to reduce biodiversity loss, manage and locate biodiversity impacts, amongst others.

The Finance for Nature Positive project and its outputs will broadly align with the overall GRI reporting guidelines due to the relevance of measurement and metrics and the identification of relevant impacts alongside contributions to nature positive goals, which are some key activities of the project.

International Sustainability Standards Board (ISSB)

The International Sustainability Standards Board (ISSB) is a standard-setting body established under the International Financial Reporting Standards Foundation (IFRS-F). The ISSB sustainability disclosures create a global baseline for investor-focused sustainability reporting that local jurisdictions can build on.

Companies report on all relevant sustainability topics under a consistent global framework and focus on how these topics implement a company's prospects. Companies must also disclose sustainability-related risks and opportunities under IFRS 1, including those related to biodiversity, that could affect their cash flows, access to finance, or cost of capita.

The project and resulting framework will align with the ISSB standards in providing clear direction for investors to make nature positive investment decisions, along with measurement and metrics and the identification of relevant impacts, and contributions to nature positive goals, which are some key activities of the project.

Taskforce on Nature-related Financial Disclosures (TNFD)

The TNFD is an initiative aimed at helping businesses and financial institutions assess, manage, and disclose their nature-related dependencies, impacts, risks, and opportunities. TNFD provides a framework structured around four pillars: Governance, Strategy, Risk & Impact Management, and Metrics & Targets.

Businesses and institutions can implement the TNFD framework through the LEAP approach, where institutions first locate nature-related dependencies, risks, opportunities and impacts. Institutions then evaluate the significance of these issues and their impacts, assess the materiality and impact of these issues, and finally develop strategies and actions to mitigate these issues.

Finance for Nature Positive project will align with the TNFD reporting requirements by identifying investment instruments that use existing metrics to support the contribution to nature positive outcomes. The project will contribute to clarifying different aspects related to impacts, dependencies, risks and opportunities.

Science Based Targets Network (SBTN) – Targets for Nature

SBTN's Targets for Nature help companies and cities align their actions with Earth's limits and societal sustainability goals. The targets align with global goals including the Kunming-Montreal Global Biodiversity Framework, the Paris Agreement, and the UN Sustainable Development Goals.

SBTN requires companies to assess their environmental impacts, prioritize the most significant nature-related impacts, set science-based targets aligned with core frameworks such as the KM-GBF and develop strategies to address and achieve these targets. Companies must also regularly measure, report, and verify progress against these targets.

Whilst the SBTN's focus with these targets is mostly concentrated around ecological indicators such as freshwater quality and quantity, such factors have linkages to the nature positive outcomes that investment activities aim to improve, and SBTN target requirements will be considered within the project activities.

[1] GEF-8 Strategic Positioning and Programming Directions. Available online: https://www.thegef.org/sites/default/files/council-meeting-documents/2021_04_22_First_Meeting_GEF-8_PDs_Presentation.pdf

[2] See the Innovation and Scaling Up section for more details on the project's innovation.

[3] GEF-8 Strategic Positioning and Programming Directions. Available online: https://www.thegef.org/sites/default/files/council-meeting-documents/2021_04_22_First_Meeting_GEF-8_PDs_Presentation.pdf

B. POLICY REQUIREMENTS

Gender Equality and Women's Empowerment:

We confirm that gender dimensions relevant to the project have been addressed during Project Preparation as per GEF Policy and are clearly articulated in the Project Description (Section B).

Yes

1) Does the project expect to include any gender-responsive-measures to address gender gaps or promote gender equality and women's empowerment?

Yes

If the project expects to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment, please indicate in which results area(s) the project is expected to contribute to gender equality:

Closing gender gaps in access to and control over natural resources;

Improving women's participation and decision-making; and/or

Yes

Generating socio-economic benefits or services for women.

2) Does the project's results framework or logical framework include gender-sensitive indicators?

Yes

Stakeholder Engagement

We confirm that key stakeholders were consulted during Project Preparation as required per GEF policy, their relevant roles to project outcomes has been clearly articulated in the Project Description (Section B) and that a Stakeholder Engagement Plan has been developed before CEO endorsement.

Yes

Select what role civil society will play in the project:

Consulted only; Yes

Member of Advisory Body; Contractor; Yes

Co-financier;

Member of project steering committee or equivalent decision-making body; **Yes**

Executor or co-executor;

Other (Please explain)

Private Sector

Will there be private sector engagement in the project?

Yes

And if so, has its role been described and justified in the section B project description?

Yes

Environmental and Social Safeguard (ESS) Risks

We confirm that we have provided information regarding Environmental and Social risks associated with the proposed project or program, including risk screenings/ assessments and, if applicable, management plans or other measures to address identified risks and impacts (this information should be presented in Annex E).

Yes

Please provide overall Project/Program Risk Classification

Overall Project/Program Risk Classification

PIF	CEO Endorsement/Approval	MTR	TE
	Low		

C. OTHER REQUIREMENTS

Knowledge management

We confirm that an approach to Knowledge Management and Learning has been clearly described during Project Preparation in the Project Description and that these activities have been budgeted.

Yes

Benefits

Describe the socioeconomic benefits to be delivered by the project at the national and local levels, as appropriate and these benefits translate in supporting the achievement of global environmental benefits (GEF Trust Fund) or adaptation benefits (LDCF, SCCF). This section identifies the direct beneficiaries from the project.

While beyond the scope of the project which will help to strengthen the enabling environment for financing nature positive, over the medium- to long-terms, the outcomes and outputs of the Finance for Nature Positive project will deliver substantial socioeconomic benefits at both international and national levels by mobilizing financing and investment towards the nature positive goal. The project has a primarily international focus, bringing together stakeholders from a diverse range of sectors and regions to design its outputs. The framework and implementation materials will be universally applicable, while also accounting for regional contexts. Future impacts of the project include

increased investment in real economy players and countries (through sovereign debt) whose operations yield tangible positive outcomes for nature, redirecting finance away from nature-damaging activities and toward activities improving the state of nature. This is expected to contribute to an improved state of nature and significant progress toward Goal D and Target 19 of the KM-GBF.

While the project has an international focus, the project will also develop country-level resources to promote the mobilization of finance in select countries. The project will identify and prioritize countries based on their biodiversity policies and state of nature. By developing country-specific profiles, datasets, and further resources, the project could support national priorities. Country-level project outputs will be complemented by the global framework developed by the project.

The project will have at least 230 beneficiaries, of whom at least 40% will be women and 40% will be men. Direct beneficiaries are people benefiting from GEF investments (Core Indicator 11). Under this project, direct beneficiaries are counted as FfB Foundation members —individuals belonging to a financial institution that has signed the Finance for Biodiversity Pledge and participates in working groups— who have reported increased knowledge of and likelihood of investing in or financing the nature positive goal. Direct beneficiaries will be counted as survey respondents indicating increased appetite for strategies and opportunities that contribute to the nature positive goal. The projected number of beneficiaries reflects the baseline number and project growth of individuals from financial institutions that are members of the FfB Foundation and active in the FfB community platform.

ON GEF OFF ENDORSEMENT:

The Financing for Nature Positive (FfNP) project aims to help financial institutions shift away from investments that drive biodiversity loss and toward those that conserve, restore, and promote the sustainable use of ecosystems. By supporting systemic change within the financial sector, the project will strengthen the enabling conditions for nature positive finance and contribute to global biodiversity and climate goals.

This is a global technical assistance project that will provide support to financial institutions in GEF beneficiary countries, including: a framework, implementation materials, and focus group meetings to identify nature positive investment opportunities. The provision of technical assistance will occur through global focus groups comprised of a diverse set of financial institutions from both the global north and south. GEF project-funded TA activities will engage with and benefit these GEF beneficiary countries, while there will not be activities financed directly in the countries.

At any point that the Project Management Unit (PMU) and project partners are ready to engage with GEF-eligible countries through global TA activities—for example, to engage with participating financial institutions—the GEF Agency will first write to inform the Operational Focal Point (OFP). The letter will provide an overview of the project and describe the nature of the engagement with financial institutions in their countries. It will also extend an offer to answer any questions the OFP may have, as well as share Project Implementation Reports (PIRs) and the project's Terminal Evaluation in due course. Throughout project implementation, WWF GEF will continue to keep OFPs updated through portfolio overviews and the sharing of relevant reports.

ANNEX A: FINANCING TABLES

GEF Financing Table

Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds

GEF Agency	Trust Fund	Country/ Regional / Global	Focal Area	Programm ing of Funds	Grant / Non- Grant	GEF Project Grant(\$)	Agency Fee(\$)	Total GEF Financing (\$)
WWF-US	GET	Global	Biodiversit y	Innovatio ns Window	Grant	775,688.00	69,812. 00	845,500.00
Total GEF Resources (\$)						775,688.00	69,812. 00	845,500.00

Project Preparation Grant (PPG)

Is Project Preparation Grant requested?

true

PPG Amount (\$)

50000

PPG Agency Fee (\$)

4500

GEF Agency	Trust Fund	Country/ Regional / Global	Focal Area	Programming of Funds	PPG(\$)	Agency Fee(\$)	Total PPG Funding(\$)
WWF-US	GET	Global	Biodivers ity	Innovations Window	50,000.00	4,500.00	54,500.00
Total PPG Amount (\$)					50,000.00	4,500.00	54,500.00

Please provide justification

Sources of Funds for Country Star Allocation

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Sources of Funds	Total(\$)
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Total GEF Resources (\$)	0.00
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Focal Area Elements

Programming Directions	Trust Fund	GEF Project Financing(\$)	Co-financing(\$)
BD-1-2	GET	775,688.00	1,068,000.00
Total Project Cost (\$)		775,688.00	1,068,000.00

Confirmed Co-financing for the project, by name and type

Please include evidence for each co-financing source for this project in the tab of the portal

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
Civil Society Organization	FfB Foundation	In-kind	Recurrent expenditures	800,000.00
GEF Agency	UNEP FI	In-kind	Recurrent expenditures	160,000.00
GEF Agency	WWF US	In-kind	Recurrent expenditures	108,000.00
Total Co-financing (\$)				1,068,000.00

Please describe the investment mobilized portion of the co-financing

Not Applicable

ANNEX B: ENDORSEMENTS

GEF Agency(ies) Certification

GEF Agency Type	Date	Project Contact Person	Phone	Email
GEF Agency Coordinator	3/27/2025	Rena Stenhouse		Rena.Stenhouse@wwfus.org
Project Coordinator	3/27/2025	Robbie Bovino		robbie.bovino@wwfus.org

Record of Endorsement of GEF Operational Focal Point (s) on Behalf of the Government(s):

Name of GEF OFP	Position	Ministry	Date (Month, day, year)

ANNEX C: PROJECT RESULTS FRAMEWORK

Please indicate the page number in the Project Document where the project results and M&E frameworks can be found. Please also paste below the Project Results Framework from the Agency document.

Results Framework Definitions Table

As requested by the GEF, key definitions for the Results Framework have been migrated from within the Table to their own separate table below. Terms are presented in the order they appear in the Results Framework

Term	Definition
Financial Institutions	Entities, such as banks, asset managers, insurers, and investment firms, that provide financial services and capital allocation in markets.
Real Economy Players	Entities or assets directly engaged in or influencing the production, consumption, and management of goods, services, and infrastructure that drive and contribute to nature-related impacts, dependencies, risks and opportunities.
Countries	Sovereign states or nations with a defined territory, government, and population, playing a role in global and regional governance, economy, and environmental commitments.
Nature positive goals	A global societal goal defined as 'Halt and Reverse Nature Loss by 2030 on a 2020 baseline, and achieve full recovery by 2050'.
Target 19 of the KM-GBF	A specific target within the Kunming-Montreal Global Biodiversity Framework focused on increasing financial resources, from all sources, in an effective, timely and easily accessible manner, to implement national biodiversity strategies and action plans, mobilizing at least \$200 billion per year by 2030.
Finance sector	The segment of the economy comprising institutions and markets that facilitate financial transactions, including banking, investment, insurance, and asset management.
Stakeholder-driven:	Developed from input from financial institutions and other actors from the finance sector, academia, NGOs, and other sectors.
Framework	A document creating guidance, including harmonised definitions, methodologies and criteria, helping financial institutions to identify, assess, and prioritize investment and finance opportunities with the potential to contribute to the nature positive goal.

Financial institutions	Entities, such as banks, asset managers, insurers, and investment firms, that provide financial services and capital allocation in markets.
Companies	Mainstreaming and transition leaders or innovative solution providers
Real Assets	Real estate, infrastructure, or land, with investment potential for contributing to nature positive outcomes
Knowledge products	Information, expertise, and understanding acquired through experience, education, or research, used to inform decision-making and action.
Capacity	(Self-reported) understanding and ability to implement activities on a given topic
Capital	Financial, natural, human, or social assets that can be invested or utilized to generate economic, environmental, or social value.
Knowledge management	The systematic process of creating, capturing, organizing, sharing, and applying knowledge to enhance learning, decision-making, and innovation.
Uptake	The adoption, use, or integration of knowledge, tools, or practices by individuals, organizations, or systems to improve outcomes.
Replication	The process of applying a proven approach, model, or solution in a different context or location to achieve similar positive results.
Scaling	Expanding the reach, impact, or application of successful initiatives, innovations, or policies to a broader audience, geographic area, or sector.
Adaptive project management	A flexible and iterative approach to managing projects that emphasizes continuous learning, feedback, and adjustments to improve effectiveness and respond to changing conditions.
Monitoring and evaluation system	A structured framework for tracking progress, assessing performance, and measuring the impact of the project in line with WWF-GEF Agency requirements.

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RESULTS FRAMEWORK PRODOC – Private Finance and Investments for Nature Positive: Developing a Framework and Guidance for Measurement, Targets and Innovative Investment Strategies

Objective/ Outcome	Indicator / unit	Method/ source	Freq uen cy	Respons ible	Disagg regatio n	Baseline	YR1	YR2	YR3
Project Objective: To address a gap in well-understood and harmonised definitions, criteria, available guidance and associated capacities for private financial institutions , supporting their financing and investment in both real economy players and countries with potential to contribute to the nature positive goal	People benefiting from GEF-financed investments (Core Indicator 11)	Review of records of attendance at project activities (focus groups, workshops, meetings) with the gender of participants captured	Close	FfB Foundation	Women and men Country of origin Senior or decision-makers and non-senior or non-decision makers roles	0 (no beneficiaries)			At least 600 beneficiaries from financial institutions, counted as people directly engaged in activities (meetings, workshops, consultations, webinars) ¹
	Increase in the capital mobilization towards the nature positive goal by FfB financial institutions	Survey of FfB financial institutions	Close	FfB Foundation	N/A	\$62 billion ²			>\$62 billion
Outcome 1.1: Increased opportunity for mobilizing financial flows towards the nature positive goal through application of a framework for nature related	Number of framework documents developed.	Review of framework document and evidence of publication and dissemination to stakeholders	Close	FfB Foundation	Number of documents	0 (no existing framework)		1 framework consultation document developed, published and disseminated	1 final framework document developed, published, and disseminated
	Number of focus group meetings	Minutes from focus group meetings	Annual	FfB Foundation	N/A	0 (no existing focus group meetings dedicated to finance for nature positive)	8 financial institution focus group meetings	8 financial institution focus group meetings	8 financial institution focus group meetings

financing activities and investments	Number of individuals from financial institutions attending focus group meetings	Attendance records of organizations and individuals, with the gender of participants captured	Collect info after each focus group meeting and report annually	FfB Foundation	Attendees at focus group meetings, disaggregated by gender and decision-making role	0 (no existing focus group meetings dedicated to finance for nature positive)	40 individuals and organizations (i.e. one individual per organization) with recorded attendance at the stakeholder workshops	40 individuals and organizations (i.e. one individual per organization) with recorded attendance at the stakeholder workshops	40 individuals and organizations (i.e. one individual per organization) with recorded attendance at the stakeholder workshops
	Number of individuals actively supporting and endorsing the framework through different channels, including authorship, reviewing and public representation.	Information to be collected through event participation records, publication acknowledgments, and communication materials	Close	FfB Foundation		0 (no endorsements)			50 endorsements of the Finance for Nature Positive Framework or its different pillars and implementation materials through visible and verifiable sources
	Number of individuals from financial institutions reporting appetite for strategies and opportunities that contribute to the nature positive goal.	Survey of financial institutions. Gender of survey participants will be captured. Number of respondents saying that the project may 'significantly' or 'very significantly' increase their appetite for strategies and opportunities that contribute to the nature positive goal.				Survey to be administered to financial institutions at the beginning of project implementation to understand financial institutions' maturity regarding finance and investments for nature positive			100 survey respondents indicating <i>increased appetite</i> for strategies and opportunities that contribute to the nature positive goal, of which at least 50% are women, for a total of 400 people within financial institutions. ³
	Number of peer-reviewed articles submitted for publication that tests the theoretical foundations of the Finance for Nature Positive	Review of article and evidence of submission for publication	Close	FfB Foundation		0 (no existing article)			1 peer-reviewed article submitted for publication that tests the theoretical foundations of the Finance for Nature Positive Working Model

	Working Model								
Outcome 2.1: Financial institutions have enhanced knowledge to implement the framework towards identifying and mobilizing capital to support the nature positive goal through both real economy players and countries	Number of country profiles developed and published (GEF recipient countries)	Review of country profiles	Close	FfB Foundation	Number of documents	0 (no existing country profiles)			4 country profiles 2 policy meetings to showcase documents
	Number of opportunity mapping reports (biodiversity funds/products) developed and published	Review of report	Close	FfB Foundation	Number of documents	0 (no existing opportunity mapping reports)			1 mapping report with at least 20 flagship initiatives
	Number of case studies applying the framework developed and tested	Review of case studies	Close	FfB Foundation	Number of documents	0 (no existing case studies)			4 flagship case studies highlighting the framework criteria across focus group themes
Outcome 3.1: Knowledge products are developed and capacity building activities are delivered to a broader group of financial institutions and stakeholders, supporting knowledge and capacity management, uptake, replication and scaling.	Number of individuals from stakeholder organizations attending project and knowledge sharing events	Attendance records of organizations and individuals, with the gender of participants captured.	Collect info after each workshop and report annually	FfB Foundation	Attendees at workshops, disaggregated by gender and decision-making role	0 (no existing workshops dedicated to finance for nature positive)	30 individuals and organizations (i.e. one individual per organisation) with recorded attendance at the stakeholder workshops	30 individuals and organizations (i.e. one individual per organisation) with recorded attendance at the stakeholder workshops	30 individuals and organizations (i.e. one individual per organisation) with recorded attendance at the stakeholder workshops
	Number of online workshops for financial institutions and stakeholders	Minutes from workshops	Collect info after each workshop and report annually	FfB Foundation	N/A	0 (no existing workshops or meetings dedicated to finance for nature positive)	2 stakeholder workshops 2 financial institution workshops	2 stakeholder workshops 2 financial institution workshops	2 stakeholder workshops 2 financial institution workshops 1 international conference
	Number of knowledge products developed and disseminated	Review of knowledge products	Close	FfB Foundation	Type of knowledge product	0 (no existing knowledge products developed by the project)			4 publicly available presentations (minimum) addressing all focus group themes
	Number of capacity building activities conducted for stakeholders using GEF Integrated	Attendance at GEF IP events	Close	FfB Foundation	N/A	0 (no participation in GEF IP platforms by the project team)		2 GEF IP webinar or newsletter where information about the FfNP pr	2 GEF IP webinar or newsletter where information about the FfNP project was shared

	Programme (IP) platforms							object was shared	
	Number of in-person events where the FfNP project outputs are shared	Attendance at in-person conferences or events Evidence of the FfNP project outputs (framework, implementation materials, knowledge products, etc.) shared with event participants	Closure	FfB Foundation	N/A	0 (no attendance by the project team or project outputs shared)	1 international conference	1 international conference	1 international conference
	Number of documents downloaded	Notification of online downloads	Collect info at each download	FfB Foundation	N/A	0 (No existing downloads)		300 documents downloaded	600 documents downloaded
Outcome 4.1: Efficient decision-making and adaptive project management based on a robust and gender-sensitive monitoring and evaluation system	Number of Executing Agency (EA) planning meetings or workshops held where M&E data (including RF indicators) were discussed and used for adapting the annual workplan and budget	Summaries of EA planning meetings and workshops and adapted workplans and budgets sent to the PSC	Annual	FfB Foundation/M & E Officer	N/A	No planning meetings or workshops held	1 EA planning meeting/workshop where M&E data was discussed and used for adapting the annual workplan and budget	1 EA planning meeting/workshop where M&E data was discussed and used for adapting the annual workplan and budget	1 EA planning meeting/workshop where M&E data was discussed and used for adapting the annual workplan and budget

[1] Notes/ Assumptions: Beneficiaries will be counted as professionals engaged by the project activities. This will include professionals who are part of the FfB membership, participating in the focus groups and activities of the Foundation. It will also include finance professionals from the broader market, notably contacted through partner networks, FfB social media, and the project's workshops and events.

[2] This figure is based on a 2025 survey of FfB member financial institutions. The survey captured a sample of members' organisational capital allocation for nature impact strategies. FfB estimates that the Finance for Nature Positive Framework could enable a 10% increase in additional capital mobilisation (between USD 2 and 6 billion) in financial vehicles and products dedicated to nature. This financing is expected to materialise after project close because of the project's limited duration. The project also cannot claim sole attribution for this financing. Its objective is to shift institutional behavior, which is expected to indirectly support greater capital mobilisation for nature. The Finance for Nature Positive project will influence capital mobilisation strategies but cannot be considered fully responsible for all nature related financing by FfB members. For this reason, the project will track financial flows to nature and will set a target of an increase in financing for nature (defined as any amount above 62 billion dollars). A higher target is not appropriate because of attribution considerations and the project's timeframe. This target will be tracked through a survey of FfB members at project close.

[3] The goal is to secure 100 positive responses from organisations, and to estimate the number of individuals benefiting within each organisation. With an expected average of four people per organisation, this corresponds to around 400 beneficiaries. The project aims for 60% positive feedback from survey recipients on the project outputs. Survey recipients will be members of the FfB Foundation—individuals from financial institutions that have signed the Finance for Biodiversity Pledge and participate in relevant working groups—and individuals from a broader group of financial institutions reached through UNEP FI, Advisory Group networks, or FfB social media channels.

The target number of survey participants reporting increased understanding and/or appetite for nature-positive outcomes is 100. Because the survey will be completed by one individual per organisation, a question will determine how many professionals within that organisation benefit from the project. The target reflects the estimate that an average of four individuals per positively responding organisation will benefit from increased understanding and appetite for nature-positive outcomes.

ANNEX D: STATUS OF UTILIZATION OF PROJECT PREPARATION GRANT (PPG)

Provide detailed funding amount of the PPG activities financing status in the table below:

Project Preparation Activities Implemented	GETF/LDCF/SCCF Amount (\$)		
	Budgeted Amount	Amount Spent To date	Amount Committed
Consultant (1) (completion of CEO ER and associated annexes, incl. GAP, SEP)	50,000.00	50,000.00	50,000.00
Total	50,000.00	50,000.00	50,000.00

ANNEX E: PROJECT MAP AND COORDINATES

Please provide geo-referenced information and map where the project interventions will take place

Location Name	Latitude	Longitude	GeoName ID
Amsterdam	52.36	4.9	

Location Description:

Location of the Finance for Biodiversity Foundation Headquarters

Activity Description:

Location of day-to-day operations for FfB Foundation and project management

Location Name	Latitude	Longitude	GeoName ID
Yerevan	40.17	44.51	

Location Description:

Location for CBD COP 17

Activity Description:

Focus Group Meetings and Stakeholder Consultations will take place here.

Please provide any further geo-referenced information and map where project interventions are taking place as appropriate.

ANNEX F: ENVIRONMENTAL AND SOCIAL SAFEGUARDS SCREEN AND RATING

Attach agency safeguard screening/assessment report(s), including ratings of risk types and overall project/program risk classification as well as any management plans or measures to address identified risks and impacts.

Title

Annex F_Clean (1) Gender Analysis and Action Plan
Stakeholder Engagement Plan WWF GEF FFB
Nature Positive Finance WWF-GEF ESSF
Categorization_Memo_-_Finance_for_Nature_Positive

ANNEX G: BUDGET TABLE

Please explain any aspects of the budget as needed here

Expenditure Category	Detailed Description		Component (US\$eq.)			M&E	Subtotal	PMC	Total Project	Responsible Entity (Executing Entity receiving funds from the GEF Agency)[1]
			TOTAL COMPONENT 1	TOTAL COMPONENT 2	TOTAL COMPONENT 3					
Digital and design goods (1)	Design of final products	1	\$3,700	\$8,880		\$12,580		\$12,580	FFB Foundation	

Budget notes and assumptions # (Please include footnotes below)

Total Goods			\$3,700	\$8,880			\$12,580		\$12,580	
International Consultant (2)	Project Penholder	2	\$21,460	\$11,840	\$49,580		\$82,880		\$82,880	FfB Foundation
Total International Consultants			\$21,460	\$11,840	\$49,580		\$82,880		\$82,880	
Salary and benefits / Staff costs (3)	Project Executive Director	3	\$7,313	\$3,850	\$770	\$1,544	\$13,473	\$4,620	\$18,093	FfB Foundation
Salary and benefits / Staff costs (4)	Project Overseer and Technical Director	4	\$69,500	\$32,000	\$4,000	\$3,000	\$108,500	\$32,500	\$141,000	FfB Foundation
Salary and benefits / Staff costs (5)	Project Stakeholder and Focus Group Coordinator	5	\$61,200	\$48,480	\$3,120	\$1,800	\$114,600	\$5,400	\$120,000	FfB Foundation
Salary and benefits / Staff costs (6)	Project Focus Group Coordinator	6	\$32,500	\$25,350	\$-	\$-	\$57,850	\$-	\$57,850	FfB Foundation
Salary and benefits / Staff costs (7)	Project Technical Assistant (1)	7	\$31,465	\$20,300	\$-	\$-	\$51,765	\$-	\$51,765	FfB Foundation
Salary and benefits / Staff costs (7)	Project Technical Assistant (2)	7	\$36,000	\$47,600	\$-	\$-	\$83,600	\$-	\$83,600	FfB Foundation
Salary and benefits / Staff costs (8)	Project Operations Coordinator/Finance Lead	8	\$-	\$-	\$1,250	\$-	\$1,250	\$18,000	\$19,250	FfB Foundation
Salary and benefits / Staff costs (9)	Project Community Coordinator	9	\$6,000	\$-	\$2,400	\$-	\$8,400	\$-	\$8,400	FfB Foundation

Salary and benefits / Staff costs (10)	Project Community & Operations Support	10	\$ 5,250	\$ -	\$ 720	\$ -	\$ 5,970	\$ -	\$ 5,970	
Salary and benefits / Staff costs (11)	Project Communication Coordinator (1)	11	\$ 7,450	\$ -	\$ 15,500	\$ -	\$ 22,950	\$ -	\$ 22,950	FfB Foundation
Salary and benefits / Staff costs (12)	Project Communication Coordinator(2)	12	\$ 8,700	\$ -	\$ 9,300	\$ -	\$ 18,000	\$ -	\$ 18,000	FfB Foundation
Salary and benefits / Staff costs (13)	Project Communication Director	13	\$ 12,000	\$ -	\$ 16,400	\$ -	\$ 28,400	\$ -	\$ 28,400	FfB Foundation
Total Staff Costs			\$ 277,378	\$ 177,580	\$ 53,460	\$ 6,340	\$ 514,758	\$ 60,520	\$ 575,278	
Trainings, Workshops, Meetings (14)	COP17, The European Business & Nature Summit (EBNS) 2027 and other relevant events	14			\$ 26,950	\$ -	\$ 26,950		\$ 26,950	FfB Foundation
Total Trainings, Workshops, Meetings					\$ 26,950		\$ 26,950		\$ 26,950	
Travel (15)	Travel to COP17, EBNS 2027 and other relevant in-person events for members of the FfB Team	15	\$ -	\$ -	\$ 40,000	\$ -	\$ 40,000		\$ 40,000	FfB Foundation
Total Travel					\$ 40,000	\$ -	\$ 40,000	\$ -	\$ 40,000	
Other Operating Costs (16)	Project Audit	16						\$ 10,000	\$ 10,000	FfB Foundation
Other Operating	Mid-term and final evaluation	17				\$ 28,000	\$ 28,000		\$ 28,000	WWF GEF

Costs (16)	s (WWF GEF Agency)								Agency
Total Other Operating costs					\$28,000	\$28,000	\$10,000	\$38,000	
Grand Total		\$302,538	\$198,300	\$169,990	\$34,344	\$705,168	\$70,516	\$775,688	

Expenditure Category	Detailed Description	Budget notes and assumptions # (Please include footnotes below)	Component (US\$)							Total Project	Responsible Entity (Executing Entity receiving funds from the GEF Agency)[1]
			TOTAL COMPONENT 1	TOTAL COMPONENT 2	TOTAL COMPONENT 3	M&E	Subtotal	PMC			
Digital and design goods (1)	Design of final products	1	\$3,700	\$8,880			\$12,580		\$12,580	FfB Foundation	
Total Goods			\$3,700	\$8,880			\$12,580		\$12,580		
International Consultant (2)	Project Penholder	2	\$21,460	\$11,840	\$49,580		\$82,880		\$82,880	FfB Foundation	
Total International Consultants			\$21,460	\$11,840	\$49,580		\$82,880		\$82,880		
Salary and benefits / Staff costs (3)	Project Executive Director	3	\$7,313	\$3,850	\$770	\$1,544	\$13,473	\$4,620	\$18,093	FfB Foundation	
Salary and benefits / Staff costs (4)	Project Overseer and Technical Director	4	\$69,500	\$32,000	\$4,000	\$3,000	\$108,500	\$32,500	\$141,000	FfB Foundation	
Salary and benefits / Staff costs (5)	Project Stakeholder and Focus Group Coordinator	5	\$61,200	\$48,480	\$3,120	\$1,800	\$114,600	\$5,400	\$120,000	FfB Foundation	

Salary and benefits / Staff costs (6)	Project Focus Group Coordinator	6	\$ 32,500	\$ 25,350	\$ -	\$ -	\$ 57,850	\$ -	\$ 57,850	FfB Foundation
Salary and benefits / Staff costs (7)	Project Technical Assistant (1)	7	\$ 31,465	\$ 20,300	\$ -	\$ -	\$ 51,765	\$ -	\$ 51,765	FfB Foundation
Salary and benefits / Staff costs (7)	Project Technical Assistant (2)	7	\$ 36,000	\$ 47,600	\$ -	\$ -	\$ 83,600		\$ 83,600	FfB Foundation
Salary and benefits / Staff costs (8)	Project Operations Coordinator/Finance Lead	8	\$ -	\$ -	\$ 1,250	\$ -	\$ 1,250	\$ 18,000	\$ 19,250	FfB Foundation
Salary and benefits / Staff costs (9)	Project Community Coordinator	9	\$ 6,000	\$ -	\$ 2,400	\$ -	\$ 8,400	\$ -	\$ 8,400	FfB Foundation
Salary and benefits / Staff costs (10)	Project Community & Operations Support	10	\$ 5,250	\$ -	\$ 720	\$ -	\$ 5,970	\$ -	\$ 5,970	
Salary and benefits / Staff costs (11)	Project Communication Coordinator (1)	11	\$ 7,450	\$ -	\$ 15,500	\$ -	\$ 22,950	\$ -	\$ 22,950	FfB Foundation
Salary and benefits / Staff costs (12)	Project Communication Coordinator (2)	12	\$ 8,700	\$ -	\$ 9,300	\$ -	\$ 18,000	\$ -	\$ 18,000	FfB Foundation
Salary and benefits / Staff costs (13)	Project Communication Director	13	\$ 12,000	\$ -	\$ 16,400	\$ -	\$ 28,400	\$ -	\$ 28,400	FfB Foundation
Total Staff Costs			\$ 277,378	\$ 177,580	\$ 53,460	\$ 6,340	\$ 514,758	\$ 60,520	\$ 575,278	

Trainings, Workshops, Meetings (14)	COP17, The European Business & Nature Summit (EBNS) 2027 and other relevant events	14			\$ 26,950	\$ -	\$ 26,950		\$ 26,950	FfB Foundation
Total Trainings, Workshops, Meetings					\$26,950		\$26,950		\$26,950	
Travel (15)	Travel to COP17, EBNS 2027 and other relevant in-person events for members of the FfB Team	15	\$ -	\$ -	\$40,000	\$ -	\$ 40,000		\$40,000	FfB Foundation
Total Travel					\$40,000	\$ -	\$40,000	\$ -	\$40,000	
Other Operating Costs (16)	Project Audit	16						\$10,000	\$10,000	FfB Foundation
Other Operating Costs (16)	Mid-term and final evaluations (WWF GEF Agency)	17				\$28,000	\$28,000		\$28,000	WWF GEF Agency
Total Other Operating costs						\$28,000	\$28,000	\$10,000	\$38,000	
Grand Total			\$302,538	\$198,300	\$169,990	\$34,344	\$705,168	\$70,516	\$775,688	

Budget Notes and Assumptions

- Design specialist builds the designed-version of the project output materials and reports
- 1 0.85 FTE. Co-leads the drafting of the framework and implementation materials. Co-leads the communication strategy and messaging
- 2 0.05 FTE. Provides strategic leadership and overall project oversight to ensure successful implementation and alignment with objectives. Supports the stakeholder engagement plan, M&E and PM activities
- 3 0.55 FTE. Provides overall project, framework and reporting materials oversight. Oversees the technical and biodiversity foundation of the project and contributes to building different materials. Supports the implementation of the stakeholder engagement plan. Supports the M&E and PM activities.
- 4 0.50 FTE. Leads the implementation of the stakeholder engagement plan. Coordinates the focus group on Solution Providers (Real economy players). Supports the M&E and PM activities
- 5 0.40 FTE. Coordinates the focus group on Real Assets (real economy players). Supports the target-setting and data-related work of the project
- 6 0.30 FTE. Provides technical support and assistance to all focus groups and contributes to the development of the project materials
- 7 0.07 FTE. Manages the administrative functions, logistics and processes to support project implementation. Supports the PM activities
- 8 0.01 FTE. Leads the FfB community of financial institutions, ensuring their participation and integration throughout the project. Additionally, supports the organisation of project events, workshops and working group meetings. Supports the PM activities
- 9
- 1 0.01 FTE. Leads the external communications
- 0 0.01 FTE. Supports the Operations and Community work
- 1
- 1 0.01 FTE. Leads the internal communications
- 2 0,01 FTE. Leads the communications department
- 3
- Overall costs (without travel costs) of FfB team for COP17 (Armenia), EBNS 2027, and any other relevant in-person events, covering venue, workshop resources, facilitator services, refreshment, and reasonable transport and lodging costs for participants where needed.
- 1
- 4 Travel costs for FfB Team for COP17 (Armenia), including flight tickets and accommodation for 14 days, and other in-person events including EBNS 2027
- 5
- 1 Assumes \$5,000 for mid- and final-evaluation audits, respectively
- 6

High-quality international consultant to

- 1 complete an evaluation based on targeted
- 7 virtual interviews and workshops (contracted directly by the GEF Agency)

0.01