

# Build your Biodiversity Strategy

**A credit to nature: a matter of interest  
– How to finance biodiversity?**

*May 19, 2026*



## Agenda

1. Welcome & introduction
2. The Communities of Practice at The Shift and IMS
3. Study on the financing of National Parks in Belgium
4. Q&A & exchange



# 01

## Welcome & introduction



Titus Ghyselinck  
WWF-Belgium



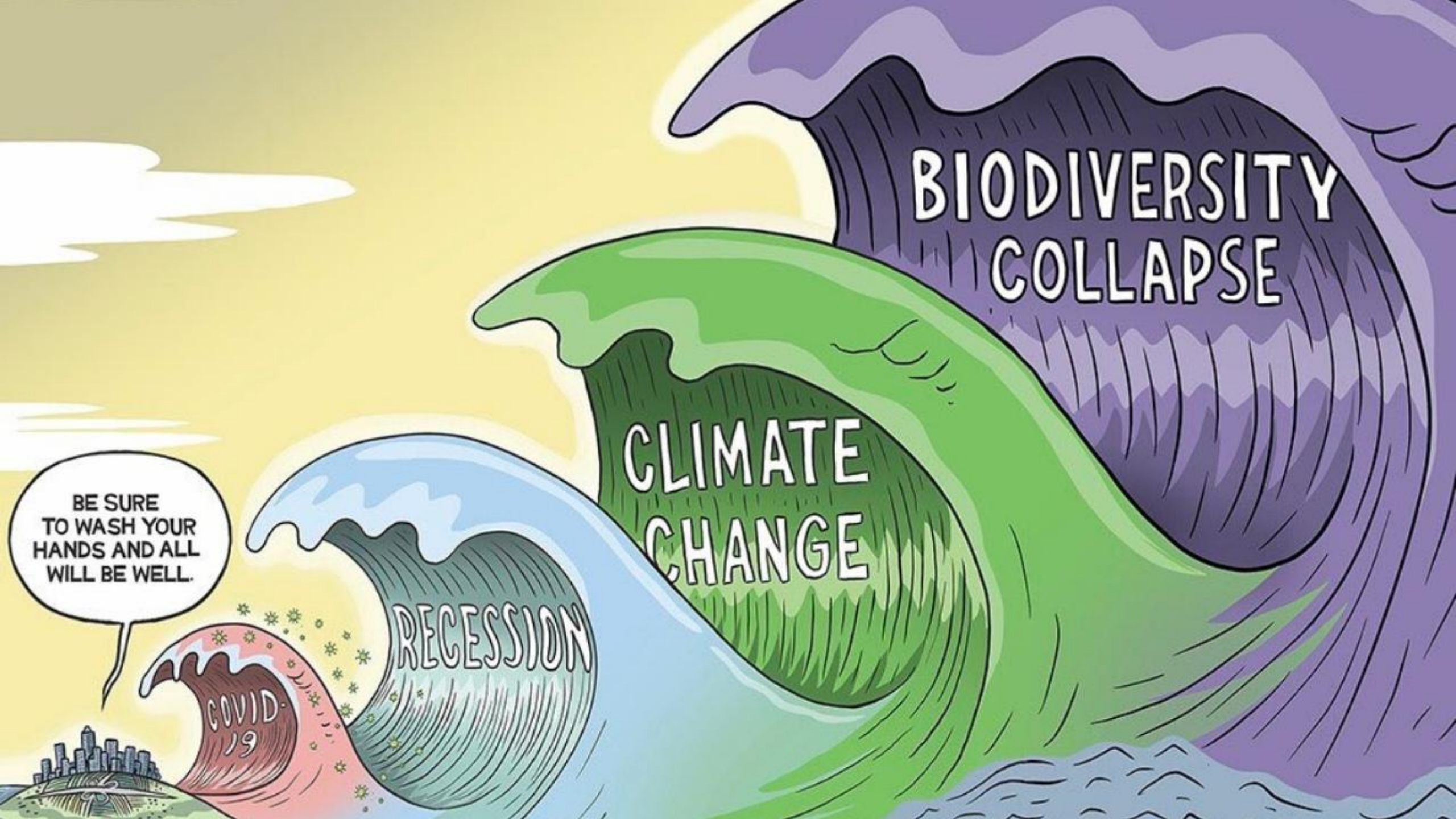
Charlotte Moreau  
The Shift



Anais Masson  
IMS



Koen Stuyck  
WWF-Belgium



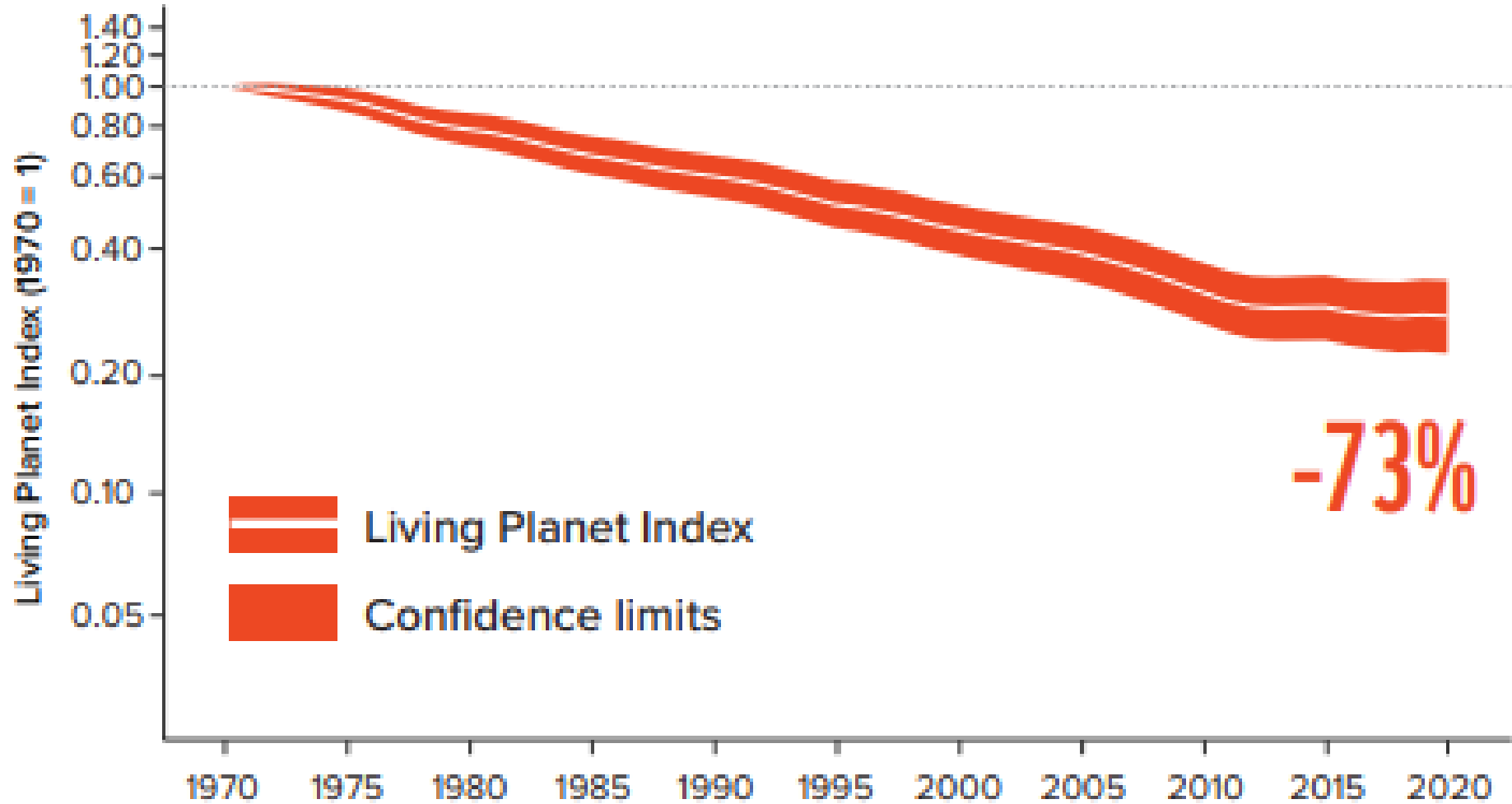
BE SURE  
TO WASH YOUR  
HANDS AND ALL  
WILL BE WELL.

COVID-  
19

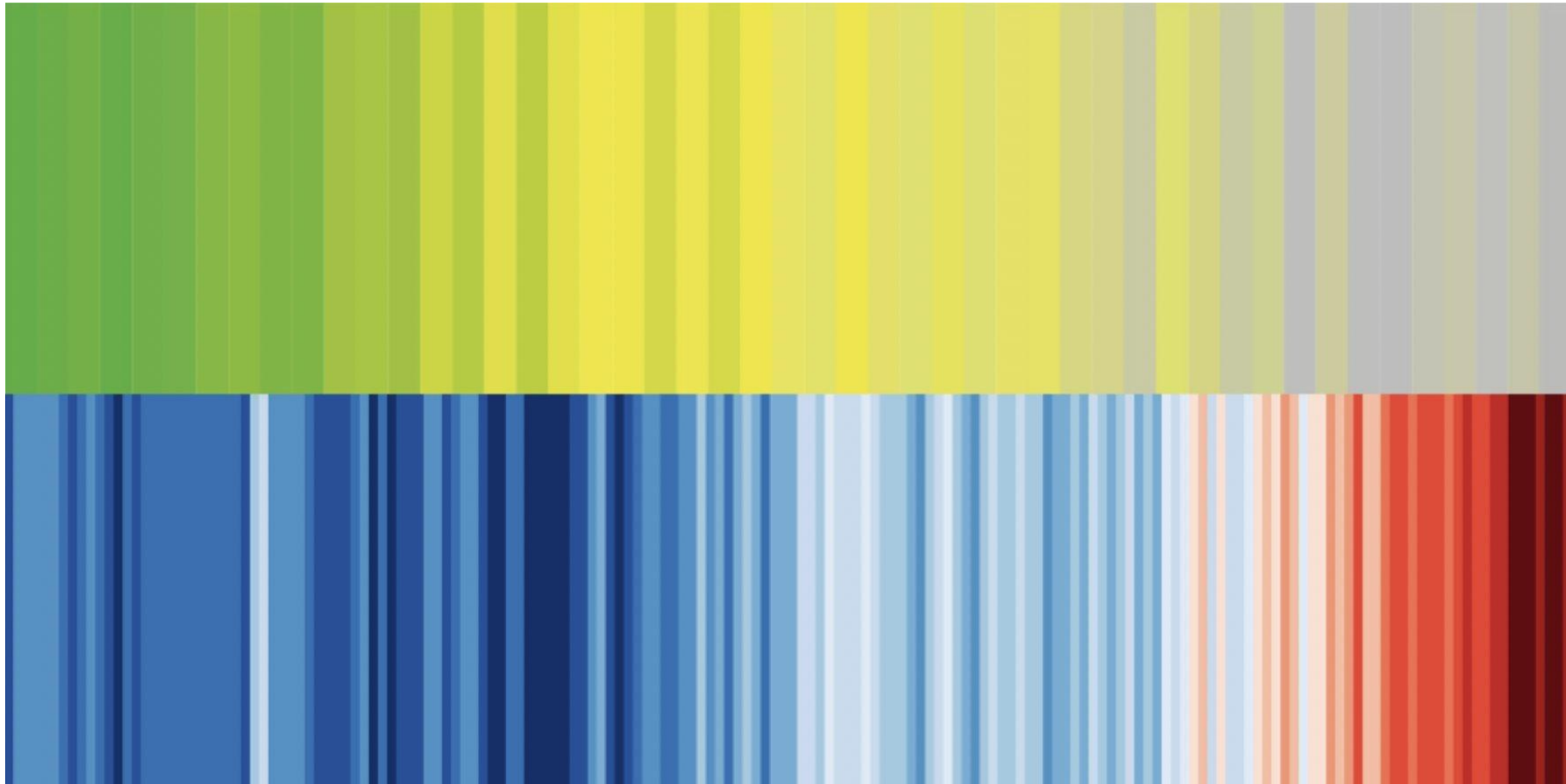
RECESSION

CLIMATE  
CHANGE

BIODIVERSITY  
COLLAPSE



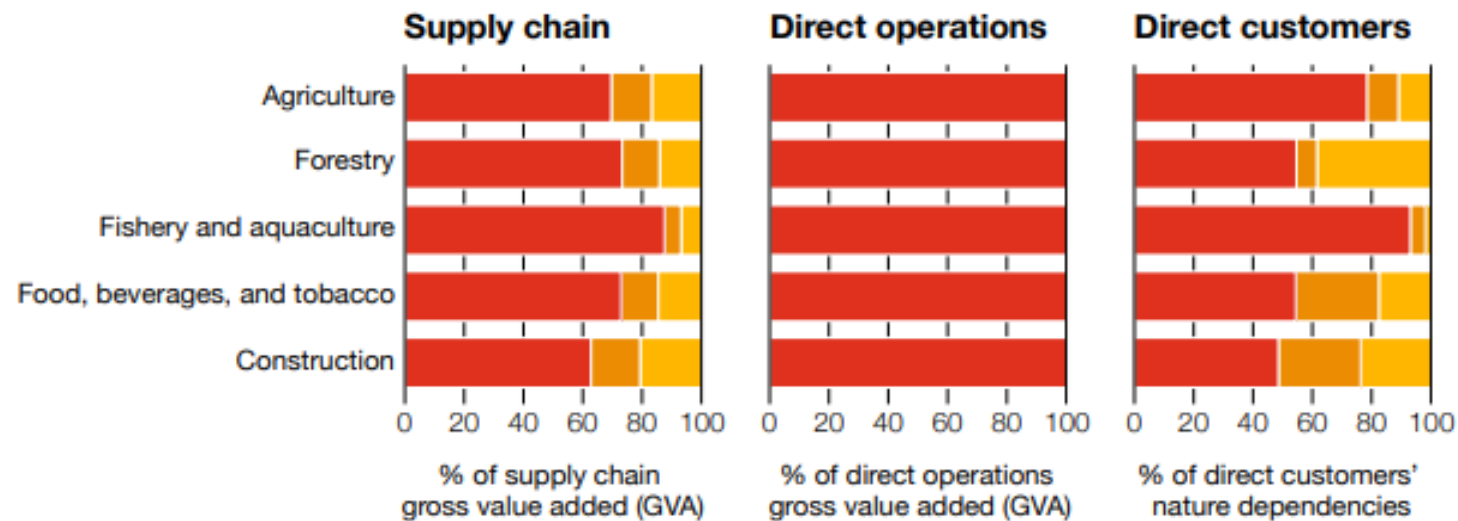
# NATURE & CLIMATE



# NATUUR ALS BASIS VAN ONZE ECONOMIE

**55% van het globale BBP (58 biljoen dollar) – is in belangrijke mate afhankelijk van de natuur**

High Moderate Low



Note: Here, nature dependence measures the degree to which the economic value generated by business activity is exposed to the risk of ecosystem disruption. High dependence means that economic value comes from business activities that could fail financially as a result of particular ecosystem disruptions. Moderate dependence means that economic value comes from business activities that are likely to experience a material reduction in financial returns because of particular ecosystem disruptions. Low dependence means that economic value comes from business activities that are likely to experience limited material financial effects of ecosystem disruptions.

Source: EXIOBASE, ENCORE database, PwC analysis

FIGURE 16

**Global risks ranked by severity, long term (10 years)**

*"Please estimate the likely impact (severity) of the following risks over a 10-year period."*



Source

World Economic Forum Global Risks Perception Survey  
2025-2026

Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

# Where is nature in your business strategy?

It's Now  
for Nature

**91%**

Nine out of 10 experts (91%) view the state of nature and biodiversity as a catastrophic or alarming issue.

**76%**

But, over three-quarters (76%) say that the private sector is currently poor in its action to protect nature and biodiversity.

**90%**

And 90% of experts say companies need a public nature strategy backed by the CEO / Board.

Data by 

**Use the Nature Strategy Handbook.**

A new step-by-step guide to help businesses develop and publish a nature strategy.

**# NowForNature**

02

# The Communities of Practice at The Shift & IMS

## The Shift: who we are.

We are Belgium's first, largest and most diverse **sustainability community**. Formed by a fusion of the worlds of business, civil society and science 10 years ago.

More than **500 businesses**, social organisations and policymakers realise the sustainable transition to a **net-zero, nature-positive, inclusive and fair economy** with The Shift.



# Inspiring More Sustainability



## IMS KEY FIGURES

Inspiring greater  
sustainability and  
catalysing action



246  
MEMBERS



27  
EMPLOYEES



REPRESENT 25% OF  
THE WORKFORCE IN  
LUXEMBOURG

IN 2025

124 EVENTS

3332 PARTICIPANTS



PEOPLE



PLANET



PROSPERITY

# Who are Business for Nature?

We are a global coalition of **100+** partner organizations



**Business for Nature (BfN) is a global coalition that brings together influential organizations and forward-thinking companies to act and advocate for nature.**

the Shift

# It's Now for Nature Accelerators

It's Now  
for Nature



Designed to empower businesses to develop and publish a credible nature strategy

## It's Now for Nature Accelerators

2025:

- 4 programs completed
- 80 businesses engaged

2026:

- 9 programs planning to launch
- 3 programs currently live

## It's Now for Nature strategies

- 44 strategies featured\*
  - 2 in Africa
  - 8 in Asia
  - 5 in Latin America
  - 29 in Europe
- Provisional goal to reach 60 total strategies by October 2026

## 2026 Programs\*



# Our Community of Practice: Build your Biodiversity Strategy



# The Ecosystem

An « It's now for Nature » **accelerator** program



Organised by



Supported by



With the help of our knowledge partners:

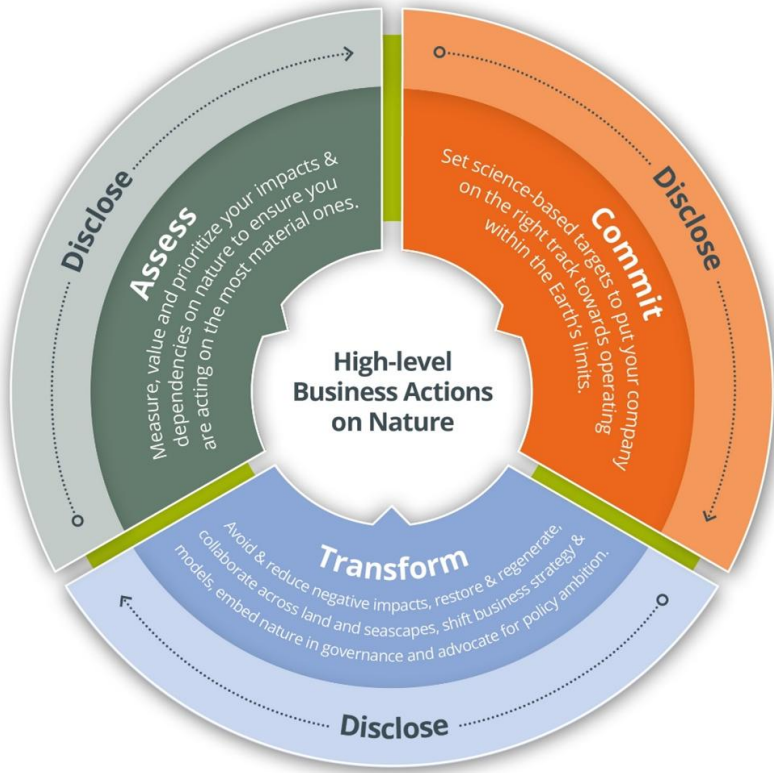


# A It's Now for Nature accelerator programme

The It's Now for Nature Accelerator is designed to **empower businesses** to **develop and publish a credible nature strategy**, covering **4 key steps**.

- Conduct a **materiality assessment** to identify key nature-related impacts, dependencies, risks, and opportunities
- Set **SMART targets** aligned with these material factors
- Implement **actions** to achieve these targets and mitigate negative impacts on nature
- Secure **C-suite or board approval** and responsibility for the strategy's delivery



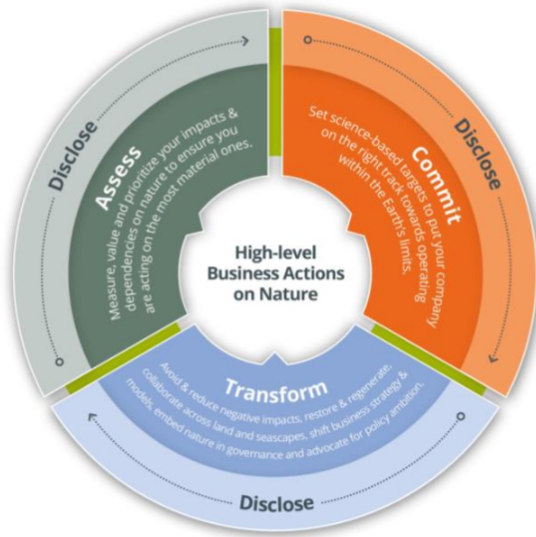


# ACT-D: Framework for Nature

Based on the TNFD, SBTN & other frameworks to provide guidance



**Built on ACT-D High level business actions on nature**



<b>Assess</b>	Conduct an initial materiality assessment to prioritize efforts	Measure and evaluate impacts and dependencies on nature	Assess risks and opportunities	Consider climate and people within your nature assessment		
<b>Commit</b>	Define your goals and ambition		Set Targets			
<b>Transform</b>	Avoid & Reduce	Restore & Regenerate	Shift Business Strategy and Models	Collaborate with your value chain	Advocate for ambitious policies and initiatives	Embed nature within corporate governance
<b>Disclose</b>	Seek out independent validation and verification to enhance credibility of actions		Align reporting with major reporting standards			



**Three stories. One question:  
“Can business work for nature?”**

03

# Nature and biodiversity credits

# What are nature credits

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A **market-based mechanism** designed to incentivize and fund conservation, restoration, and sustainable management of natural ecosystems.

- Purpose: to halt and reverse biodiversity loss by **assigning a financial value to nature-positive actions** (e.g., protecting forests, restoring wetlands, or improving soil health).
- How: Companies, governments, or individuals can purchase nature credits to invest in biodiversity projects. **Each credit represents a measurable, verified outcome** (e.g., 1 hectare of restored habitat or a specific increase in species population).
- Similar to carbon credits: nature credits **create a tradable market**, but they focus on biodiversity and ecosystem services rather than just carbon sequestration.
- Standards and verification: **Credits are issued under frameworks** (e.g., Nature Positive Initiative, Taskforce on Nature-related Financial Disclosures (TNFD)) and **require rigorous monitoring to ensure additionality, permanence, and transparency**.
- Use cases: Used by businesses to meet ESG (Environmental, Social, and Governance) goals, comply with regulations (e.g., EU Nature Restoration Law), or voluntarily contribute to global biodiversity targets like the Kunming-Montreal Global Biodiversity Framework.

# Roadmap towards Nature Credits: State of play

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- July 2025: roadmap launched
- Fall 2025: Expert group on nature credits set up
- Early 2026: Commission adopted the first carbon farming methodologies under the Carbon Removal Certification Framework (CRCF), with mandatory biodiversity co-benefits.
- Mid-2026: The expert group is expected to deliver technical criteria and outlines for the methodological framework for nature credits, building on existing practices.
- Public feedback will be sought to refine these standards.
- The Commission is actively engaging in international forums (e.g., Biodiversity Credit Alliance, World Economic Forum) to align EU policy with global standards and prepare for the **UN Biodiversity Conference (CBD COP17)** in October 2026
- The EU aims to have a **fully operational nature credit market** by 2027, with a possible **Union-wide registry for permanent nature credits** after December 2028.

# Position WWF on Nature Credits

Ensuring credits lead to real, long-term benefits (not just greenwashing), avoiding double-counting, and equitable distribution of funds to local communities.

- Nature credits can only complement, not replace, **public funding** and should not distract from the need to **eliminate subsidies harmful to nature**.
- Nature credits should **not be used for offsetting**
- A **regulatory approach** to nature credits is necessary to raise the scale of funding needed and avoid risks of low-quality projects or greenwashing
- Nature credit schemes should facilitate the **implementation of existing environmental legislation**

We must remember that nature is not just a set of assets to be traded or offset – it has intrinsic value and deserves to be protected for its own sake, not only for the benefits it provides

US.

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Sabien Leemans

Senior Biodiversity Policy Officer, WWF EU Office



04

# Study on the financing of National Parks in Belgium

A monarch butterfly with vibrant orange wings and black markings is perched on a cluster of small white flowers. In the background, three people are visible, slightly out of focus, in a grassy field under a blue sky with scattered clouds. One person on the left is pointing towards the butterfly.

# Roadmap for a PES Scheme for Large scale nature-based solutions

WWF Belgium - May 2026

© Sarah Black / WWF

- **Our mission:**

To create a future in which people live in harmony with nature, by: preserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and waste.

- **WWF is active worldwide.**

We are part of an international network that shares the same values and the same ultimate mission, although we use different tools and work on different themes depending on the region/country.

- **The Policy & Business department of WWF Belgium**

We focus on several key topics: biodiversity, forests, maritime policy, and oceans, as well as making businesses more sustainable. Over the past year, we have also started focusing more on sustainable finance.

- **WWF and sustainable finance:**

Last year, we also started focusing more intensively on sustainable finance. Within our international network, a great deal of work is being done on making financing flows more sustainable (greening finance) and mobilizing financial resources (public and private) for investments in nature restoration and nature-based solutions.

# The quest for innovative finance solutions



- Ecosystem services: Biodiversity, pollination, water purification and regulation, carbon sequestration, climate adaptation, recreation, health benefits.
- Challenge: Lack of mechanisms to internalize and distribute ecosystem service benefits.
  - This is where PES comes in: Payment for ecosystem services.
  - Potentially important role in funding nature-based solutions, but current schemes are often small-scale and fragmented.
  - Examples in the network: Leeds (UK), Australia; Costa Rica
  - Belgium has good potential, with a lot of potential beneficiaries
  - The time to do this is now: everybody is looking for bankable solutions: with this scheme we can make projects bankable.

# Project Model: the core idea



## General Objective:

To develop an operationally and legally sound roadmap for a PES financing framework that sustainably facilitates and supports large-scale nature investments.

## In plain language:

A robust plan not only to make nature projects possible, but also to finance them reliably and sustainably. (Cf. the image of a mortgage loan with multiple purchasers).



# Objectives of the study

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1. Develop a methodological framework for landscape-level PES implementation.
  1. Quantify and economically value ecosystem services.
  2. Assess risks and costs of inaction.
  3. Identify and segment potential beneficiaries.
  4. Financially feasible model for CAPEX, OPEX, and ROI.
  5. Design governance structures and cooperative financing models.
  6. Pilot implementation blueprint with 2/3 pilot cases.
2. Write a replicable roadmap
3. Identify barriers and accelerators to feed policy recommendations

# Main specific tasks



## Task | Focus Area | Output |

- | 1 | Ecosystem Service Mapping & Valuation | Spatial Mapping, Quantification, Economic Valuation |
- | 2 | Risk Analysis & Costs of Inaction | Scenario Analysis, Climate Resilience Modeling |
- | 3 | Beneficiary Identification & Segmentation | Willingness to Pay Analysis, Value Capture Mechanisms |
- | 4 | Financial Model | Revenue Models, ROI Structuring, Blended Finance Options |
- | 5 | Incentives & Benefits Design | Access, Participation, Reputation, Risk Reduction |
- | 6 | Governance & Institutional Design | Cooperative Models, Legal Feasibility |
- | 7 | Complementary Instruments | Integration with Nature Credits, Biodiversity, Carbon Markets |
- | 8 | Barriers & Policy Recommendations | Priority Recommendations for Regional and National Levels |
- | 9 | Pilot Implementation Blueprint | Site selection, stakeholder engagement, MRV framework |

# Deliverables & timeline

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- Expected Results & Deliverables:
  - Inception Report: Methodology, work plan, data requirements.
  - Intermediate reports: Ecosystem assessment, risk analysis, financial model.
  - Final report: Complete PES roadmap, policy recommendations, pilot blueprint.
  - Executive Summary: Maximum 15 pages
- Timing: 8 to 9 months.
- Advisory board

# Conclusion & Questions



- Key message: PES offers an opportunity to accelerate nature investments and valorize ecosystem services.
- Call to action: Engagement and collaboration are crucial for success.
- Questions & Discussion: What are your expectations and how can we work together?



# 05 Q&A & Exchange

# Interested to take part?

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