NATURE *IS* POSITIVE

How leveraging Nature's ecosystem performance benchmarks enables action towards a nature positive future today

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BIOMIMICRY 3.8

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EXECUTIVE SUMMARY

The ability of organizations to take meaningful action without delay will determine whether nations will collectively meet the Kunming-Montreal Global Biodiversity Framework 2030 targets and secure the global vision of a world living in harmony with Nature by 2050.

In response, businesses and governments around the globe are seeking a pathway towards contributing nature positive impact. As organizations embark on their nature positive journey, they are asking key questions such as, *what does success look like, and how might we measure it? How do we choose which nature positive actions will yield the intended outcomes? What frameworks or tools can be widely applied but locally appropriate?*

In this paper, we introduce a simple and proven approach to measuring the integrity and effectiveness of all nature positive efforts: *Evaluate the ecosystem performance of solutions against Nature's proven benchmarks.*

KEY HIGHLIGHTS:

- The measured performance of local healthy ecosystems provides **a systems-based fingerprint of what a thriving nature positive environment looks like** *in that place*. Our nature positive solutions can and should strive to meet these place-based benchmarks.
- **The methodologies, tools, processes, and expertise exist today** to leverage Nature's performance benchmarks in an organization's nature positive journey, supporting goal setting, decision making, design, and implementation processes.
- **This approach has been tested and shown to unlock advancement of nature positive initiatives** at pioneering corporations involved in Project Positive, such as Microsoft, Jacobs, and Ford.
- The collective learnings from projects around the globe demonstrate that leveraging Nature's performance benchmarks provides:
  - A common language across frameworks, methodologies, and tools that opens the solution space
  - A quantifiable and defensible science- and systems-based approach that is locally attuned while globally connected
  - An actionable targeted direction that moves all stakeholders towards proven performance for self-sustaining nature positive outcomes anywhere on the planet.

ABOUT THIS PAPER

This paper has been developed as a collaboration between Biomimicry 3.8 and EcoMetrix Solutions Group under the umbrella of Biomimicry 3.8's Project Positive CoLab. Considering the urgency of biodiversity loss and in support of the rapidly evolving conversation around nature positive and the Kunming-Montreal Global Biodiversity Framework 2030 targets, this paper aims to:

- Contribute a unifying proven approach to setting nature positive performance benchmarks
- Demonstrate that this approach facilitates and accelerates meaningful nature positive action using tools and methodologies in the market today
- Exhibit that collaboration and shared learning are essential for addressing the urgency of our planet.

We recognize there are many paths and frameworks forward. Our goal is to bring Nature's genius—as a model, mentor, and measure—into nature positive actions. As our shared learning and applications continue to evolve, we invite you to provide feedback and input, share, and collaborate to advance the transition toward a nature positive future.

ABOUT PROJECT POSITIVE

In 2019, Biomimicry 3.8 launched Project Positive, a collaborative of *change agents* dedicated to *raising the bar* on what acting sustainably means through biomimicry and Positive Performance. In a precompetitive environment, members learn from and inspire each other to activate, accelerate, and scale nature positive solutions. Today, members of Project Positive are *demonstrating* that organizations can progress their economic agendas, support climate, circularity and biodiversity goals, and engage their employees & local communities while driving innovation and positive impact for people and planet.

Founding change agents represent the following organizations:

Interface, Microsoft, Catawba College, Aquafil, Ford, Logoplaste, Kohler, HOK, Google, emx, Jacobs

IN SUPPORT OF THIS PAPER

This place-based fingerprint helps Microsoft to align with stakeholders on mutual goals, set performance benchmarks, and quantify how Nature can lead us to ecological regeneration in a way that is specific to this place.

Kaitlin Chuzi,
Director of Biomimicry & Integrated Technologies at Microsoft

Assessing Jacobs' performance against Nature's local ecosystem performance benchmarks across our global real estate portfolio has been critical to helping us understand where we are now and where we want to be. The analysis provided the basis for our strategic evaluation and prioritization of investment in actions that will deliver the greatest nature positive impact while also driving business growth.

Erin Laude,
Director of Global Corporate Sustainability, Jacobs

Moving from a take-make-waste linear economy to one that is circular by design is crucial for business, Nature, and society to thrive. Biomimicry helps organisations as part of their circular economy transformation, offering accessible tools and methodologies that are inspired by Nature's strategies. By benchmarking the performance of healthy ecosystems as one measure of their success, organisations can ensure they are making quantifiable progress towards achieving their nature positive goals.

Ellen MacArthur,
Chair of Trustees and Founder of the Ellen MacArthur Foundation

The beauty of adopting a "perform like Nature" approach is that it is an outcome-based charge, not a rigid and prescriptive one. It's relevant in all contexts and at all scales, in both the built and natural environments.

Christian Belady,
retired Microsoft Vice President of Cloud Infrastructure, currently serving as Strategic Foresight Advisor and Board member for multiple organizations

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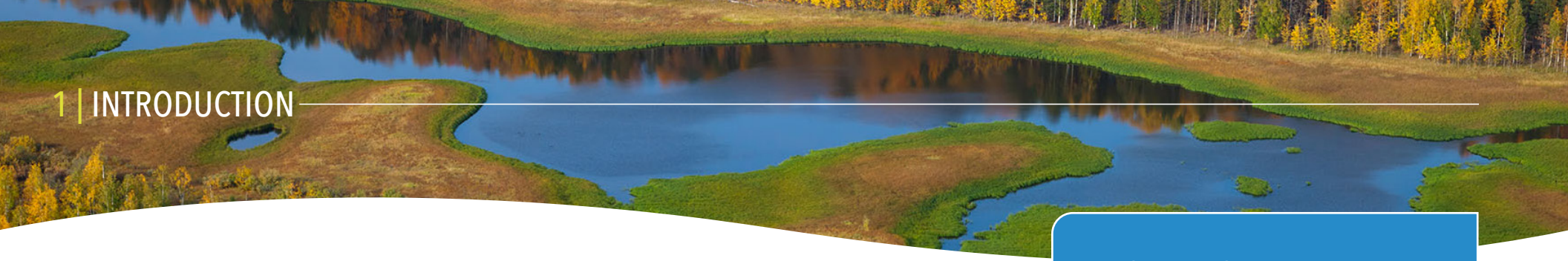


1 | INTRODUCTION

To realistically secure our species' survival and well-being, the world must achieve the Kunming-Montreal Global Biodiversity Framework (GBF) targets set for 2030.

The science is unequivocal: from wilderness to working landscapes to our built environment, we must immediately protect, restore, and steward Nature's ability to provide the ecosystem services we depend upon. Our ability to take meaningful action without delay will determine whether we will meet the GBF 2030 targets and secure the global vision of a world living in harmony with Nature by 2050.

In response, businesses and governments around the globe are seeking strategies and solutions that contribute to the halting and reversal of biodiversity (and nature) loss, frequently referred to as nature positive. However, due to a variety of factors including an emerging dynamic regulatory environment, many are struggling to secure buy-in and implement tangible action today. They are asking key questions such as, *what does success look like for my organization and community, and how might we measure it? How do we choose which nature positive actions will yield the intended outcomes? What frameworks or tools can be widely applied but locally appropriate?*

In this paper, we present a simple and proven approach to measuring the integrity and effectiveness of all nature positive efforts: ***Evaluate the ecosystem performance of solutions against Nature's proven benchmarks.***

ABOUT THE GBF

With mounting scientific and economic research underscoring the urgency of halting and reversing biodiversity loss, and with concerted pressure from businesses, 196 countries adopted the Kunming-Montreal Global Biodiversity Framework in December 2022. This historic framework sets out an ambitious pathway toward the 2050 global vision of a world living in harmony with Nature.

The adoption of the GBF has catalyzed coordinated efforts, led by organizations such as the Task Force on Nature-related Financial Disclosures (TNFD), Business for Nature, and The World Economic Forum, to develop much-needed guidance for organizations looking to evaluate impacts and dependencies, and develop a nature positive strategy.

Learn more about the business case for taking nature positive action with the linked resources provided at the end of this document.

This paper outlines how this science-based, data-driven, and universally applicable approach can be used to jumpstart nature positive action. The concepts in this paper have been tested and proven with a number of innovative corporations and organizations involved in Project Positive, a Biomimicry 3.8 collaborative.

This paper includes examples, from design of manufacturing facilities and datacenters to nature positive strategies, of how these leading organizations are demonstrating success with this framework and refining the tools and methodologies necessary to bring this work to scale.

BIOMIMICRY: NATURE AS MEASURE

The practice of biomimicry aims to develop human solutions that enable people and Nature to thrive together by learning from the only successful model for regeneration–Nature. *One core tenet of biomimicry is to see Nature as measure–i.e., to evaluate the effectiveness of human solutions at creating sustainable and regenerative outcomes by comparing their performance to Nature's.*

With the capability to comparatively measure ecological performance in any place, "Nature as measure" is a powerful tool and data-driven process for reimagining the potential of a nature positive future and holding ourselves accountable to positive performance outcomes.

Learn more about biomimicry here.

2 | NATURE'S BENCHMARKS

A time-tested proven standard

Nature has been practicing "nature positive" for 3.8 billion years.

The result? Highly biodiverse, complex ecosystems that deliver the outcomes universally required for human and other species' survival, health, and wellbeing: clean air and water, healthy soils, climate regulation, and more.

Species have evolved adaptations to thrive within the operating conditions present in their home habitat (such as rainfall, topography, and changing seasons). By way of what they do and how they do it, each organism contributes benefits that support others in their ecosystem. Collectively, these benefits generate systems-based conditions for thriving. We call them ecosystem services, also known as Nature's contributions to people.

Because every place is unique, quantifying the ecological performance of local healthy ecosystems provides a fingerprint of what a thriving nature positive environment looks like *in that place*. This place-based data provides the foundation for a shared understanding and vision of the nature positive outcomes all stakeholders in a community are striving toward.

ECOSYSTEM SERVICES: A PLACE-BASED MEASURE

When trees regulate climate, wetland reeds filter water, or bees pollinate, they are investing in the health of the ecosystem through mutual value creation—value we can measure. These direct and indirect contributions of ecosystems (and their biodiversity) to human well-being—e.g., climate regulation, clean water, pollination, and more—are called *ecosystem services* (also referred to as "Nature's contributions to people").

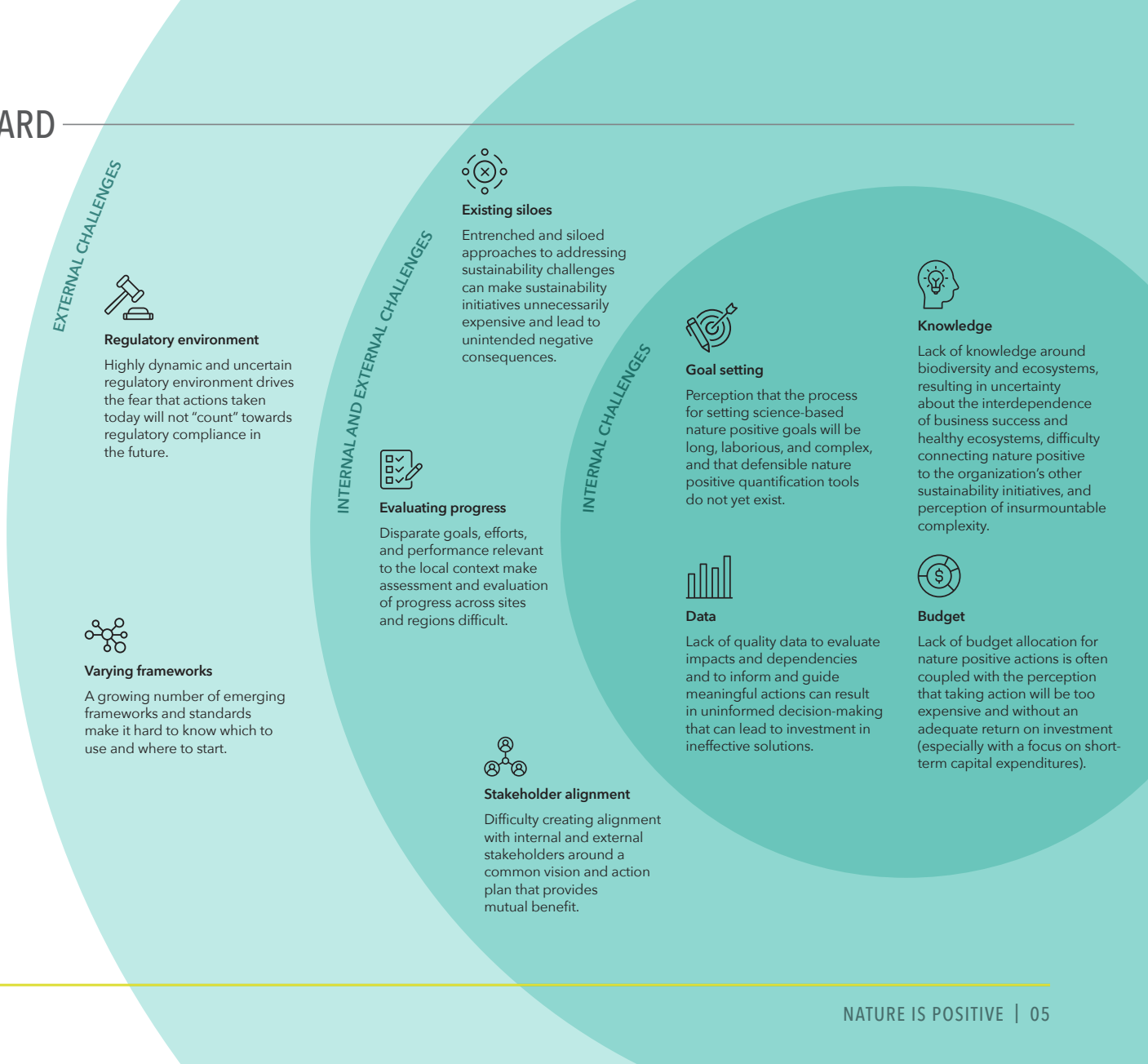
Because ecosystem services have been thoroughly studied and can be measured, they are an excellent proxy for the health of ecosystem functioning, supporting the quantitative assessment of nature positive impact. In addition, they provide a systems-oriented framework that links changes in ecosystem performance to social and economic outcomes, enabling organizations to holistically assess and address their impacts and dependencies on Nature.

Visit the Millennium Ecosystem Assessment website to learn more about ecosystem services.

3 | UNLOCKING ADVANCEMENT TOWARD A NATURE POSITIVE FUTURE

The growing momentum for nature positive action is accompanied by the challenges of overcoming systemic barriers to action both within and outside an organization.

These challenges can stymie organizations exploring a nature positive journey. Internal knowledge and structural gaps combined with a highly dynamic and complex external stakeholder and regulatory landscape often bring uncertainty into the decision-making process, slowing or even preventing forward progress. However, committing to Nature's place-based benchmarks can enable organizations to address these hurdles and engage in action that contributes to nature positive outcomes, as outlined on the next page.



Committing to Nature's benchmarks enables nature positive action through:

✓ A common language across frameworks, methodologies, and tools that opens the solution space.

Global adoption of this approach will ensure that the growing diversity of methodologies, tools, technologies, and services in the nature positive solution space are informed by a shared outcomes-based method that is both firmly rooted in science-backed standards and encourages creativity and innovation.

Regional authorities can leverage Nature's place-based performance benchmarks to engage and align diverse stakeholders around shared locally-attuned goals, and to evaluate progress across stakeholder groups, regardless of the methodologies and tools used for implementation by stakeholders.

✓ A quantifiable and defensible science- and systems-based approach that is locally attuned while globally connected.

Nature is complex, but the goal-setting process doesn't have to be. Nature's ecosystem performance benchmark data already exists, removing the burden and taking the guesswork out of establishing nature positive targets. Adopting Nature's place- and science-based ecosystem performance benchmarks empowers organizations to make *one* nature positive commitment that provides the flexibility to deliver locally attuned design that drives high quality, meaningful results in each place the organization operates.

Systems-based approaches enable organizations to realize efficiencies from the local to global scale. When a holistic ecosystem performance modeling system with consistent measurement units is used, organizations can conduct an apples-to-apples comparison across sites as well as aggregate performance data to the organizational or even value chain level. Systems-based approaches create further efficiencies for decision-makers by enabling assessment of tradeoffs between investment and ecosystem performance.

✓ An actionable targeted direction that moves all stake-holders towards proven performance for self-sustaining nature positive outcomes anywhere on the planet.

Instead of awaiting regulatory certainty, organizations can act now with the certainty that the actions they take to align with Nature's performance benchmark will prepare and enable organizations to more fluidly address and comply with emerging, diverse governance objectives, such as the TNFD & CSRD, at all scales across all locations. In addition, this proactive approach demonstrates the organization's commitment to investing in a nature positive future for their employees, stakeholders, and the communities in which they operate.

Data that shows the gap between a site's existing performance and Nature's benchmark supports environmental risk mitigation and opportunity analysis at the real estate portfolio and value chain levels, enabling strategic prioritization of locations of greatest concern. At the site level, Nature's benchmark provides crucial guidance for targeted prioritization of capital investment in locally-attuned multi-functional solutions that will both regenerate ecosystem health and increase the resilience of their assets, putting organizational success at the heart of decision making.

Looking to Nature's guidance for sustainability challenges is not new.

Many organizations already have commitments that align with Nature's proven aspirational benchmarks and strategies in the areas of carbon, energy, materials, and chemistry to address humanity's greatest sustainability challenges.

CARBON

Organizational commitments

- Decarbonization
- Net Zero Carbon
- Carbon Negative

Primary challenges

- Excess carbon in the atmosphere
- Embodied carbon

Nature's benchmark

Balanced carbon cycle.
Life cycles carbon at rates that maintain a relative balance between carbon released to the atmosphere and that stored in biomass and soils, maintaining a favorable climate.

Looking for nature-inspired solutions?
Check out technical and social examples in the AskNature collection **What Guidance Does Nature Have for COP26?**

ENERGY

Organizational commitments

- 100% renewable energy
- 100% carbon-free energy

Primary challenges

- Carbon-intensive energy sources
- Inefficient energy systems

Nature's benchmark

100% renewable energy.
Life harnesses local abundant sources of 100% renewable energy (i.e. built on current sunlight) using optimized low energy processes to balance energy needs with readily available energy resources.

Looking for nature-inspired solutions?
Check out examples of Nature's energy solutions in the AskNature **Energy Collection**.

MATERIALS

Organizational commitments

- Circular materials
- Circular economy

Primary challenges

- Pollution in air, water, and soils
- Linear "take, make, waste" material model
- Unrecyclable products
- Finite planetary resources

Nature's benchmark

All materials in connected flows.
Life resources materials from its local environment, optimizes materials for multiple functions, and uses low energy processes. "Waste" products are in a form that other life can use, facilitating circular material loops.

Looking for nature-inspired solutions?
Check out the AskNature collections **Managing Waste**, **Life-Friendly Packaging**, and **High Performance Materials**.

CHEMISTRY

Organizational commitments

- Green chemistry
- Safer alternatives
- Eliminate plastics of concern

Primary challenges

- Toxicity (harmful to human and environmental health)
- Chemicals of concern/ hazardous chemicals
- Forever chemicals

Nature's benchmark

Life-friendly chemistry.
Life uses local resources to conduct chemical processes that are elegant and done at ambient temperatures, using a small subset of elements and water as a solvent. "Waste" products are benign and useful to other life.

Looking for nature-inspired solutions?
Check out Nature's life-friendly chemistry solutions in the AskNature collection **Chemistry of Nature**.

4 | HOW TO LEVERAGE NATURE'S BENCHMARKS

Leveraging Nature's performance benchmarks can guide your pathway toward nature positive performance and impact, whether developing your nature positive strategy, designing for the built environment, or carrying out land management activities. Here's how:

1. **Make a commitment** to strive to match Nature's ecosystem performance benchmark in each place your organization impacts (e.g., manufacturing facilities, corporate offices & campuses, supply chain, and ecosystem restoration projects).

2. For each place ("site") your organization impacts:

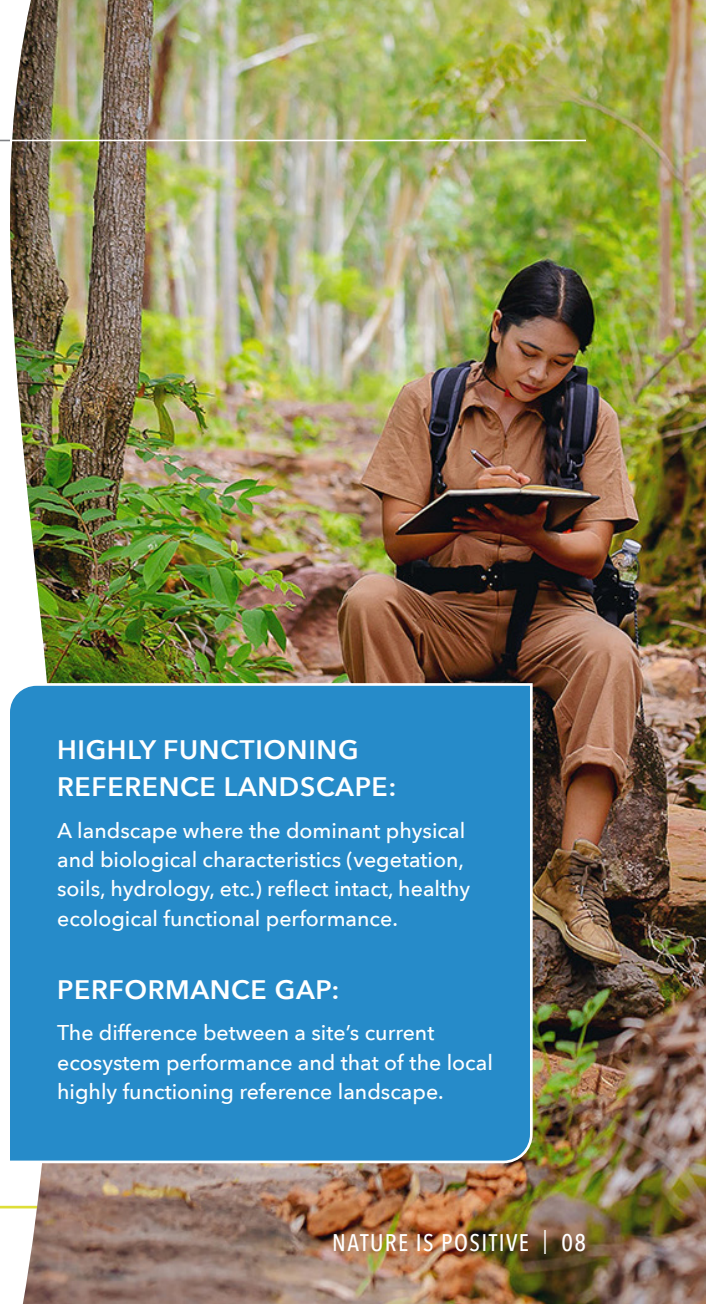
   a. **Establish Nature's local ecosystem performance benchmark** by measuring the performance of a *highly functioning reference landscape* located as close as possible to your site in the local biome. This benchmark becomes the aspirational performance target for the project.

   b. **Measure the baseline ecosystem performance** of your site. The gap between the baseline and Nature's benchmark is what should be solved for during the design phase.

   c. **Use Nature's benchmark and insights as guides** during the design process to prioritize design solutions that improve performance across the suite of ecosystem functions measured and in alignment with how Nature delivers performance there.

   d. **Model the performance of various design and land management scenarios** to select those that best close the *performance gap*.

   e. **Verify and monitor the performance** of the implemented solutions.



HIGHLY FUNCTIONING REFERENCE LANDSCAPE:

A landscape where the dominant physical and biological characteristics (vegetation, soils, hydrology, etc.) reflect intact, healthy ecological functional performance.

PERFORMANCE GAP:

The difference between a site's current ecosystem performance and that of the local highly functioning reference landscape.

As organizations embark on their nature positive journey, the above foundational steps empower decision-makers to:

Develop an ambition grounded in science aligned with a time-tested performance standard that will, *by definition,* contribute to a nature positive world when implemented.

Knowledge Alignment

Support impact, risk, and materiality assessments, target-setting, and strategic planning to comply with multiple emerging disclosure and reporting frameworks and regulations such as the Task Force for Nature Related Financial Disclosures (TNFD), the European Union's (EU) Corporate Sustainability Reporting Directive (CSRD), and Business for Nature's voluntary *It's Now for Nature* corporate nature positive strategy campaign.

Regulations Frameworks

Establish a clear methodology and metrics for measuring and evaluating impacts and dependencies, as well as monitor, evaluate, and disclose progress toward the organization's goals and targets, including the United Nations Sustainable Development Goals.

Goals Evaluation

Make science- and data-informed investment decisions and track their holistic impact over time—both in direct operations and throughout the value chain—to support regulatory compliance, such as with the EU Regulation on Deforestation-free Products (EUDR), and demonstrate action toward organizational commitments (and avoid greenwashing).

Data Siloes Budget

5 | NATURE'S PLACE-BASED BENCHMARKS IN PRACTICE

How companies are applying this framework today

Pioneering companies such as Interface, Ford, Microsoft, Jacobs, and Logoplaste are using Nature's performance benchmarks in their nature positive journeys to proactively assess and monitor their impact, drive innovation to create regenerative outcomes and business value, and efficiently set credible and defensible biodiversity and ecosystem targets.

These organizations employ the steps shared previously to *learn from and design to* Nature's benchmarks. The qualitative and modeled quantitative outcomes from these early-stage projects demonstrate that through this approach, organizations can reimagine and deliver nature positive facilities that create holistic positive impact for their employees, communities, and ecosystems in which they operate.

INTERFACE

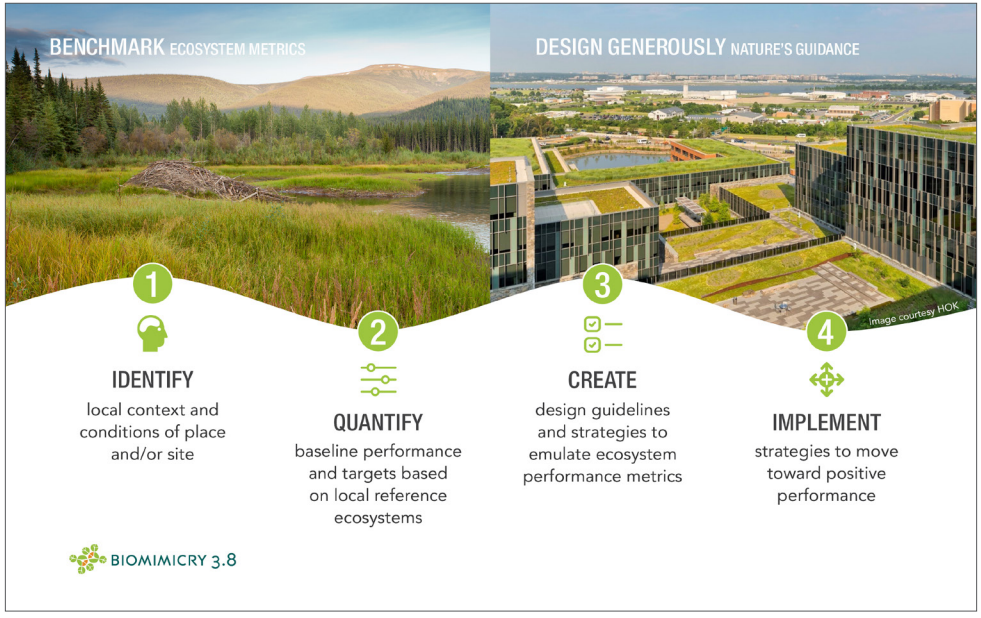
LaGrange, GA, USA | Minto, New South Wales, Australia | Atlanta, GA, USA

Interface, a global leader in modular flooring, has been learning from Nature since the mid-90s, when the company's founder, Ray Anderson, began Interface's journey towards a regenerative business. Since 2000, by working with Biomimicry 3.8, biomimicry has become tightly embedded in the innovation process at Interface, including in the development of the company's highly successful i2™ design approach. In 2015, Interface expanded its vision to create a "Factory as a Forest" (FaaF) to support a regenerative business model, meet bold business targets, and contribute to the well-being of the landscape and the local community.

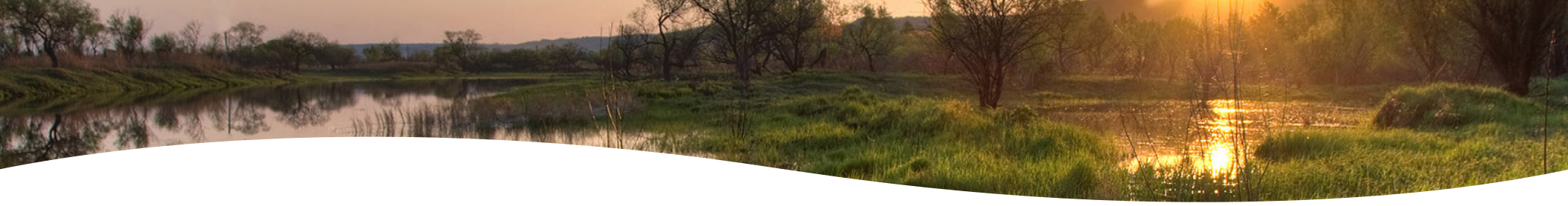
OUTCOME

Interface's FaaF demonstration projects, using what is now known as the Biomimicry 3.8 *Positive Performance Methodology,* contributed to the local ecosystem by learning from the local ecosystem, including Nature's ecosystem service benchmarks, to create an actionable plan going beyond "net zero" (neutral) and yielding regenerative impact on the ecosystems and communities where they operate and live.

To learn more about the Interface Factory as a Forest LaGrange demonstration project, read this case study.



Biomimicry 3.8 Positive Performance Methodology



FORD

Dearborn, MI, USA | Corktown, MI, USA | El Cristo, Mexico

Ford Motor Company (Ford) has set several climate goals, including using 100% locally sourced carbon-free energy for manufacturing plants by 2035 and becoming carbon neutral by 2050. The Ford Sustainability team, inspired by the Interface Factory as Forest project, began several demonstrations to explore applications across Ford in 2019 and support development of next level sustainability performance goals at Ford. The project team used the Positive Performance Methodology to develop a sustainability framework for positive impact at Ford facilities, and identify the best design interventions in three built environment projects: 1) Hub (Dearborn)–a new state-of-the-art building at the Research and Engineering campus, 2) Michigan Central Station (Corktown)–an adaptive re-use of a historic building in an urban context, and 3) Offices & Product Development Center (El Cristo)–a new building on a greenfield site.

OUTCOME

The multifunctional benefits created in the demonstrations support the health and well-being of employees and communities, foster efforts for employee attraction and retention, and provide a tangible path toward strategic objectives and priorities.

Example site rendering showing multifunctional benefits from design interventions

MICROSOFT

Hollands Kroon, Netherlands

The Microsoft North Holland datacenter, located near Middenmeer, Netherlands, stands as an example of Microsoft's commitment to developing datacenters that coexist harmoniously with the natural world and benefit the communities in which it operates. Microsoft looked to Nature's local ecosystem services performance benchmark and biomimicry to inspire an enhanced landscape design for the datacenter campus, helping it address regulatory hurdles and a community priority to maintain the culturally significant polder landscape.

OUTCOME

Planting native trees, shrubs, and grasses, converting previously turfed areas to pollinator habitats, and making a break area outside for employees to have time in green spaces helped create benefits for Microsoft, the community, and local ecology—fortifying canal banks, improving the aesthetics of the datacenter, bolstering biodiversity, and enriching the soil. Mutual value creation did not stop at its campus boundaries—Microsoft is providing funding to accelerate the implementation of a local municipal program to plant 22 tiny forests at primary schools across the region. Inspired by Microsoft's biomimicry vision and tangible actions, local parties started an additional program with Biomimicry Netherlands to host education days in the tiny forests to teach children about learning from Nature.

Hollands Kroon site rendering showing the predicted outcome of planting efforts

Watch this video and read this blog post to learn more about Microsoft's Hollands Kroon project.

JACOBS

Jacobs is a global technical professional services firm. They conducted their TNFD readiness assessment by comparing the performance of each site in their global real estate portfolio against the relevant local reference ecosystem performance benchmark. This analysis included both site-specific and aggregated corporate-level performance across a holistic suite of ecosystem functions, providing insight for Jacobs to evaluate the limitations, opportunities, and impact of different approaches.

OUTCOME

As a result, Jacobs is developing a nature positive strategy that prioritizes actions which leverage and build on Jacobs' strengths, are aligned with Jacob's growth strategy, and will deliver nature positive outcomes.

Jacobs TNFD readiness assessment hypothetical example analysis

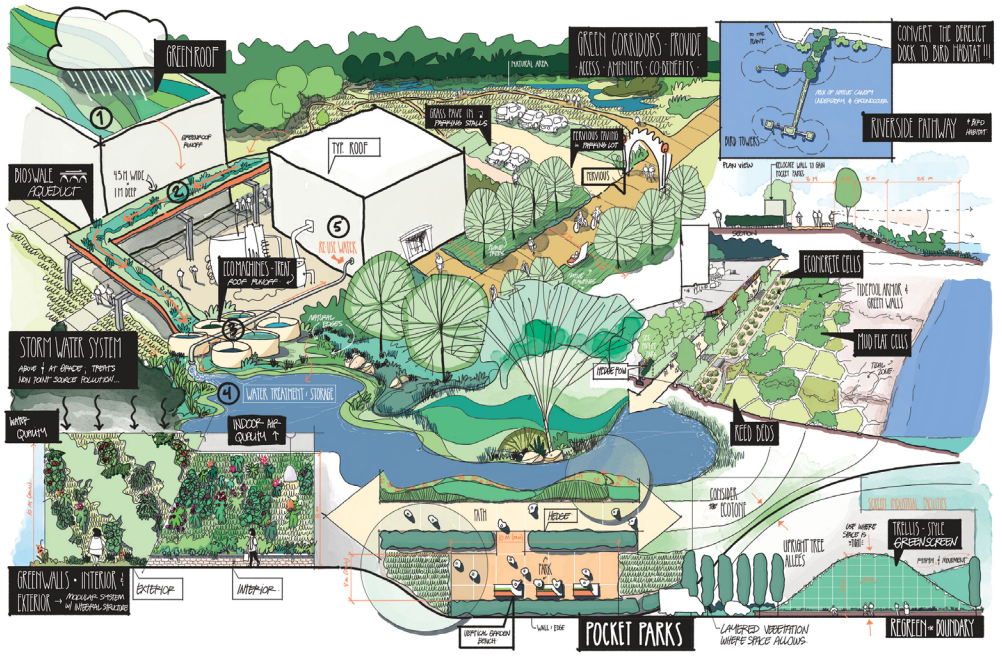
LOGOPLASTE

Thurrock, England

In 2020, Logoplaste, well-known for its design innovations and adoption of biomimicry, embarked on Mission Zero +, challenging itself to become the first rigid plastics packaging producer to go beyond carbon neutral and to build regenerative factories and facilities. The company applied Biomimicry 3.8's Positive Performance Methodology to explore upgrades to its Thurrock UK site, where the environment has long undergone the negative effects of industrialization.

OUTCOME

The outcome was a re-imagined site designed for Positive Performance and a pilot plant concept to serve as a roadmap for future Logoplaste sites. The proposed design interventions, in partnership with EMX and Jacobs, were modeled to achieve significant multifold improvements towards Nature's benchmarks over the baseline condition in several environmental performance categories, including biodiversity and health and well-being.



Thurrock site rendering showing proposed design interventions

6 | THE TOOLS TO GET STARTED EXIST TODAY

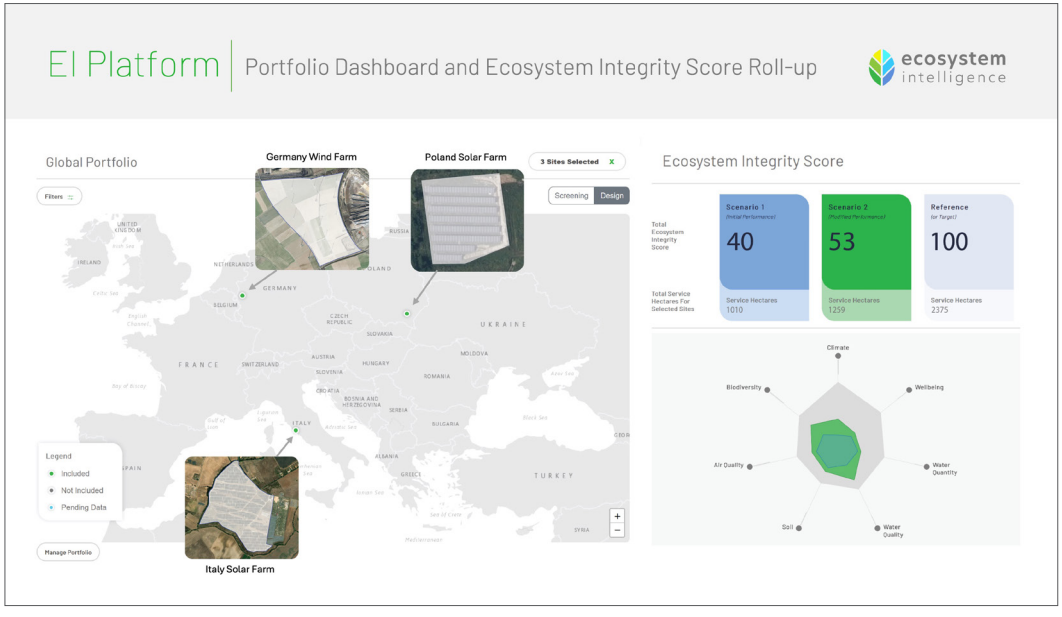
Through decades of development and piloting, the tools for embarking on a regenerative journey are easily accessible today.

Continuous improvement efforts led by partnerships such as between Dow Chemical, The Nature Conservancy, and EcoMetrix Solutions Group (EMX), and collaborative accelerators like Biomimicry 3.8's Project Positive have resulted in innovative methodologies and tools to efficiently conduct site-level analyses. These methods and tools also support a roll-up of performance across sites to support organizational, regional, or even national assessments to understand and report on holistic impact and progress over time. Collectively, these efforts can bring nature positive impact to scale.

ECOSYSTEM INTELLIGENCE QUANTIFICATION PLATFORM

The EMX Ecosystem Intelligence (EI) platform is a proven quantification platform for nature-based decision making. Developed over 20 years in 40+ countries and in collaboration with 100+ subject matter experts, EI uses a systems-based understanding of impacts and opportunities to translate Nature's intricate relationships into tangible measurements that can be used by people of all skill levels. EI supports a wide range of needs such as performance estimating for siting, planning, and budgeting purposes, detailed design analysis, and monitoring and verifying progress on regulatory, ESG disclosures, 30x30, TNFD, and other emerging mandates.

EI offers users two types of analysis tools: the Screening module for high-level "estimator" analyses, and the Design module for detailed quantitative analyses of site performance and design scenarios. Both modules provide local, high-quality reference landscape performance values for benchmarking against comprehensive ecosystem metrics. This standardization enables aggregation into an Ecosystem Integrity score, allowing for apples-to-apples comparisons across an organization's real estate portfolio and beyond, including their entire value chain or geographical region. This performance data helps decision-makers identify and implement the most effective solutions within their project constraints.

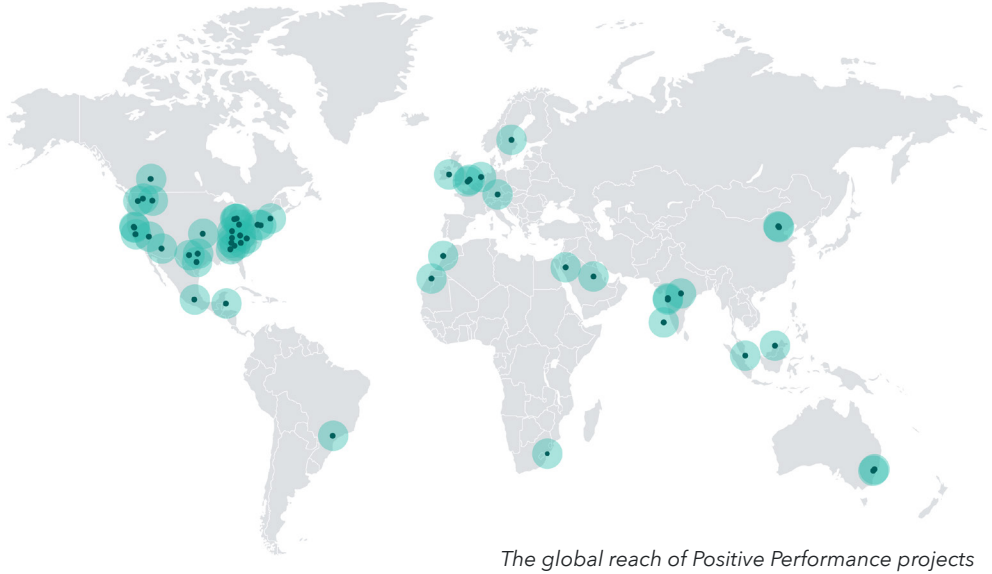


Example project portfolio dashboard

POSITIVE PERFORMANCE METHODOLOGY

Biomimicry 3.8's Positive Performance Methodology (PPM) enables organizations to leverage Nature's benchmarks within a holistic biomimicry-based design process. From concept to implementation and in collaboration with multiple industry-leading experts including EMX, organizations employ PPM to drive innovative nature-inspired design that delivers nature positive impact for the organization, ecosystems, and surrounding communities. Using quantification tools like EI, organizations can measure, verify, monitor, and celebrate nature positive impact over time.

Project Positive is a Biomimicry 3.8 collaboration of change agents leveraging and sharing knowledge about PPM and biomimicry in a pre-competitive environment to increase and accelerate their organization's positive impact. Experience from over 60 PPM demonstration projects across the globe by Project Positive members illustrates that the often immense performance gap between the business-as-usual development and Nature's aspirational benchmarks inspires a new nature positive mindset across all project teams that pushes the boundaries of what was previously thought possible. This new mindset and the use of biomimicry to learn *from* Nature *for* Nature in the solution space has propelled teams to design innovative multi-functional systems-based solutions that deliver significant improvement across all ecosystem services measured over not only the project baseline, but also industry-standard design.



The global reach of Positive Performance projects

7 | CONCLUSION

The need for a universal approach that recognizes and invests in the intersection and importance of social and environmental well-being is increasingly urgent.

The time to act decisively is now. Delay in action comes with a steep price, not only financially but in the irreversible loss of biodiversity and the stability of the health of our planet. Addressing these issues in isolation, with single-function solutions aimed at individual goals, has proven to be both costly and myopic. Such approaches yield benefits that are too narrow, overlooking the complex interdependencies within ecosystems and people's impact on them. Moreover, arbitrary targets based on what is deemed materially significant by varied stakeholders often fail to grasp the full extent of what is required to address the environmental and social challenges we face.

Transformative goals grounded in the proven performance of our natural systems can compel us to match the regenerative capacity of the ecosystems we rely on. The methodologies and tools that enable us to act on these goals are readily available and being used to achieve nature positive outcomes today. And we know it works—a recent study demonstrates that prioritizing, resourcing, and scaling up conservation interventions would be transformational for halting and reversing biodiversity loss.

It is within our power to change the trajectory. By adopting Nature's ambitious benchmarks as our measure for meaningful progress, we can catalyze the bold action necessary to secure a viable future for our planet and ourselves.

READY TO GET STARTED?

1

Start a conversation with your networks

Share this report to show your support for looking to Nature's performance benchmarks to guide nature positive action. The more that people are aware of and adopt this approach, the sooner more organizations can align and act towards a global shared vision of a world living in harmony with Nature by 2050.

2

Get your performance results today

Whether you are already in the process of developing your nature positive strategy or thinking about this for the first time, perhaps the most impactful next step you can take is to visually understand your current performance. Conduct a screening assessment of one or more facilities or sites. For organizations, this can include a site in your real estate portfolio (owned or leased), or even those of your suppliers, using the EI Screening Module. To do this, simply visit the Ecosystem Intelligence website and request access.

In very little time, this step will give you and your teams critical insight into the nature of a typical "performance gap" for your site(s). These insights can help your organization understand the scale, leverage points, and necessary resources to include in your nature positive strategy.

3

Put Nature's intelligence at the core of your nature positive journey

Goal setting is just the beginning—the next step is figuring out *how to get there*. You can achieve and accelerate more effective nature positive outcomes by learning from Nature's locally attuned designs in your strategy and design processes. Learn how you can integrate the Biomimicry 3.8 Positive Performance Methodology (PPM) in your design process here.

You don't have to start from scratch—join the conversation at Project Positive. Learn from and collaborate with Project Positive's pioneering change agents already leveraging Nature's intelligence in strategy, built environment, and product design to create nature positive impact in their organizations and communities.

Request an invite to the next virtual gathering!

GLOSSARY

Biomimicry | the practice of consciously emulating Nature's genius for a regenerative world

Ecosystem functions | the biological and physical processes that occur in an environment

Ecosystem performance | the capacity of a site to provide ecosystem services

Ecosystem services | direct and indirect benefits people receive from ecosystems

Highly functioning reference landscape | a landscape where the dominant physical and biological characteristics (vegetation, soils, hydrology, etc.) reflect intact, healthy ecological functional performance

Nature positive | halt and reverse Nature loss, and regenerate the conditions for biodiversity and people to thrive together

Performance gap | the difference in performance between the baseline or design scenario performance as compared to the aspirational performance target(s)

ADDITIONAL RESOURCES

Leading experts have researched and detailed the critical needs, risks, business case, and enormous opportunity in transforming our designs, processes, and systems toward halting and reversing Nature loss and creating a nature positive future. The following resources introduce the topic.

- **Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy**, World Economic Forum, January 2020.
- **Indebted to Nature: Exploring biodiversity risks for the Dutch financial sector,** De Nederlandsche bank (DNB) and PBL Netherlands Environmental Assessment Agency, June 2020.
- **New Nature Economy Report II: The Future of Nature and Business**, World Economic Forum, July 2020.
- **Financing Nature: Closing the Global Biodiversity Financing Gap**, The Nature Conservancy, Columbia University, The Paulson Institute, Cornell University, 2020.
- **The Economics of Biodiversity: The Dasgupta Review**
- **The Economic Case for Nature**, World Bank, 2021.
- **How business and finance can contribute to a nature positive future now**, Business for Nature, October 2022.
- **Preserving the fabric of life: Why biodiversity loss is as urgent as climate change**, Capgemini Research Institute, 2023.
- **When the Bee Stings | Counting the Cost of Nature-related Risks**, Bloomberg Finance, December 9, 2023.

BIOMIMICRY 3.8

Biomimicry.net

Nicole Miller
nicole.miller@biomimicry.net

Biomimicry 3.8 is the world's leading bio-inspired consultancy offering innovation services, strategic consulting, professional training, and thought leadership to support the development of sustainable and regenerative products, processes, places, and organizations. Since 1998, Biomimicry 3.8 has helped change-makers and innovators turn time-tested biological strategies into sustainable solutions, including Boeing, Colgate Palmolive, Nike, General Electric, Herman Miller, HOK architects, IDEO, Interface, Natura, Procter & Gamble, Levi's, Kohler, Google, General Mills and more.

emx

EcoMetrixSolutions.com

Kenna Halsey
info@ecometrixsolutions.com

EMX specializes in ecosystem service quantification to help organizations understand how changes or impacts to natural capital assets at any scale (site level to landscape) can affect project sustainability and risk. In response to a rapidly evolving global focus on biodiversity, EMX launched Ecosystem Intelligence (EI), a proven ecosystem performance quantification platform that enables rapid cost-effective assessment of nature positive impacts to support informed nature-based decision-making. EI is a next-generation tool rooted in EMX's collaboration with over 100 subject matter experts across 40+ countries over the last 20+ years.