



SUSTAIN

Strengthening Understanding and Strategies of Business to Assess and Integrate Nature

Our global economy is intrinsically dependent on nature, but is also playing a major role in its degradation. Transformative changes are still needed to achieve the nature positive outcomes required to ‘bend the curve’ of biodiversity loss. While the business case for economic actors to address biodiversity is becoming clearer in some sectors, it is still lacking in others. To transform the business and finance sectors’ approach to decision-making regarding nature, SUSTAIN will strengthen understanding and awareness of how all economic activities depend and impact on biodiversity.

The EU-funded project SUSTAIN will build upon existing work in the business and biodiversity space to strengthen understanding and awareness of how all economic activities depend and impact on biodiversity. It will provide business, financial institutions, and regulatory bodies with the knowledge and resources to better understand, assess, and monitor the dependencies and impacts of activities across different sectors of the economy on nature, and develop methods to reduce nature-related risks. This will drive better corporate and financial decision-making regarding biodiversity and ecosystem services.

To achieve this, SUSTAIN brings together a multi-stakeholder and multi-disciplinary team of leading experts with backgrounds in ecology, conservation, economics, social sciences, and academic research. Together they aim to:

- Improve, update and validate the ENCORE tool, developed by the Natural Capital Finance Alliance (UNEP FI and the Global Canopy) in partnership with UNEP-WCMC, in order to provide an enhanced knowledge base for businesses, financial institutions, and regulatory bodies on potential impacts and dependencies of economic activities on biodiversity and ecosystem services.
- Develop methods for economic actors to reduce biodiversity and ecosystem service-related risks and increase opportunities through innovative research and modelling techniques.
- Develop a toolbox for businesses and financial institutions to use to understand, assess, measure, and monitor impacts and dependencies on biodiversity.
- Develop and disseminate business case materials with key stakeholders from the business, finance, regulatory and intergovernmental spheres.



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The project is funded by the EU and will run for three years, with the ambition to facilitate transformative changes within the global economy to halt and reverse biodiversity loss. The project partner consortium is made up of the [Capitals Coalition](#), [UNEP-WCMC](#), [ETH Zürich](#), [Fundación Biodiversidad](#), [IUCN](#), [IUCN Europe](#), [PBL Netherlands Environmental Assessment Agency](#), [ShareAction](#) and [WBCSD](#).

