

## How can nature restoration and protection be made attractive and sustainable for the private sector?

What are the key concrete actions and requirements to make this work for both nature conservation and private sector engagement?	What financial instruments can support private investment in this context?	What is the added value for private business investments in nature conservation?	Who are the key partners and beneficiaries?	What are the main opportunities and co-benefits associated with these investments?
<b>Actions/Needs</b> <ul style="list-style-type: none"> <li>Co-creation of scenarios and business plans with local communities</li> <li>Bundle small projects to reach investable scale</li> <li>Bridge scientific and economic perspectives to support pragmatic valuation</li> <li>Invest in capacity building initiatives for NGOs, SMEs, and public entities to help them design and manage investable NbS</li> <li>Build intermediary structures to coordinate revenues and manage multi-stakeholder investments</li> <li>Legal frameworks and contracts that support long-term nature management</li> <li>Develop and adopt standardised metrics for biodiversity and NbS outcomes</li> <li>Designing financial de-risking mechanisms</li> </ul>	<b>Instruments</b> <ul style="list-style-type: none"> <li>PES</li> <li>Eco-label/ Territorial branding</li> <li>Biodiversity credits and offsets</li> <li>Crowdfunding, philanthropy, mass-ownership</li> <li>Insurance schemes</li> <li>Green bonds</li> <li>Grants</li> <li>Public-private partnerships</li> </ul>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>Nature as critical infrastructure, providing long-term ecosystem services</li> <li>Nature restoration for community and local economic welfare</li> <li>Reputational value</li> <li>Risk mitigation</li> <li>Regulatory alignment</li> </ul>	<b>Partners/Beneficiaries</b> <ul style="list-style-type: none"> <li>Intermediary structure</li> <li>Insurance sector engagement</li> <li>Scientific and economic actors</li> <li>Public-private partnerships</li> </ul>	<b>Opportunities, Co-benefits</b> <ul style="list-style-type: none"> <li>Business Model for NbS project</li> <li>De-risking</li> <li>Complementary income streams</li> <li>Co-creation scenarios</li> <li>Understanding the economic drivers of env degradation</li> <li>Capacity building</li> </ul>
What are the key barriers to private investments in nature conservation?		What are the main enablers from policy, governance, and market perspectives?		What potential trade-offs should be taken into account?
<b>Barriers</b> <ul style="list-style-type: none"> <li>Lack of standards and guidelines</li> <li>Uncertainty and delayed ROI</li> <li>High performance risks of NbS</li> <li>Multiple co-benefits complexity</li> <li>Context-specificity &amp; small scale</li> <li>Multi-sectoral perspectives &amp; stakeholder tensions</li> <li>Harmful subsidies &amp; conflicting incentives</li> <li>Regulatory instability</li> </ul>		<b>Enablers</b> <ul style="list-style-type: none"> <li>ESG / CSRD</li> <li>Evidence and Valuation</li> <li>Digital MRV (monitoring, reporting, verification) systems</li> <li>Policy incentives</li> <li>Policy &amp; Governance stability</li> </ul>		<b>Trade-offs</b> <ul style="list-style-type: none"> <li>Blending green &amp; grey solutions</li> <li>Projects bundling</li> <li>Context-specific policies</li> </ul>

Public, policy, governance	Regulations, public actors, and governance structures enabling or constraining investments
Risk	Financial, regulatory, and ecological uncertainties affecting investment feasibility and outcomes
Multifunctional nature	Interlinked ecological, social, and economic benefits and trade-offs of NbS
Mix	Integrated approaches combining multiple sectors, instruments, and stakeholder levels