

In collaboration
with Oliver Wyman



50 Investible Opportunities for a New Nature Economy: Report Primer

BRIEFING PAPER

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1

Nature's critical role in economic resilience and growth

🔗 **Nature-positive strategies deliver tangible economic and financial benefits – including innovation pathways, cost savings, diversified revenue streams and stronger brand loyalty.**

Business leaders increasingly recognise that taking action on nature – from climate change to water stress to pollution – can not only build business resilience, but also generate new opportunities. Yet current capital flows remain deeply misaligned: in 2023, \$7.3 trillion was invested in activities harmful to nature, vastly outpacing the \$220 billion invested in nature-based solutions.¹ This investment gap not only represents a profound market imbalance but also reveals an opportunity for value creation.

For executives and investors, nature-positive investment is a strategic tool to safeguard long-term growth and operational resilience. Beyond mitigating vulnerabilities related to resource scarcity, supply chain disruptions and shifting

regulation, nature-positive strategies deliver tangible economic and financial benefits – including innovation pathways, cost savings, diversified revenue streams and stronger brand loyalty. Organizations embedding these investments into their frameworks today are building the adaptive, resilient businesses of tomorrow – capable of thriving amid evolving environmental and market dynamics.

Nature finance is rapidly gaining traction as a pivotal component of investment portfolios, yet several misconceptions persist. Clarifying these myths is critical to unlocking the full potential of nature-positive capital flows (see Box 1).

BOX 1 Three myths about nature finance



Myth 1: *Nature-positive investments do not generate market-competitive returns and are only relevant to impact investing and concessional finance.*



Reality: Nature can also be a core component of investing in business resilience, operational improvements and new revenue streams. Recent market performance of nature-positive investments is encouraging. The overall green economy, including clean water and recycling services, accounted for nearly \$8 trillion in listed equity market value in 2024 and has outperformed global equities by ~59% since 2008.²



Myth 2: *Nature-positive investments only apply to biodiversity-rich ecosystems, such as forests and farmland, and are distinct from other sustainable finance (e.g. climate, circularity, blue finance).*



Reality: Nature-positive investments address all five drivers of nature loss: climate change, land/ocean-use change, overexploitation of natural resources, pollution and invasive species. Nature loss originates not only in forests and farms, but also from industrial activities, farming and housing.



Myth 3: *Nature-positive investments are primarily focused on conservation and restoration activities.*



Reality: Nature-positive investment is not limited to funding conservation or restoration alone. It also covers nature recovery finance for strategies that actively reduce harm and pressure across value chains.³ This includes investments in operational changes that mitigate negative impacts at industrial sites, enhance water and resource efficiency in factories, promote sustainable sourcing in agriculture and support circular practices that decouple economic growth from environmental degradation.

2

Unlocking a diverse and transformative nature investible opportunity landscape

“ The nature-positive economy can unlock over \$10 trillion in annual business value by 2030. To support this, annual investments in nature-based solutions need to nearly triple.

The nature-positive economy can unlock over \$10 trillion in annual business value by 2030.⁴ To support this, annual investments in nature-based solutions need to nearly triple.⁵ To help financiers, investors and businesses unlock this value, research for this report has uncovered a significant pipeline of investible opportunities within core business operations and supply chains that contribute to nature-positive goals.

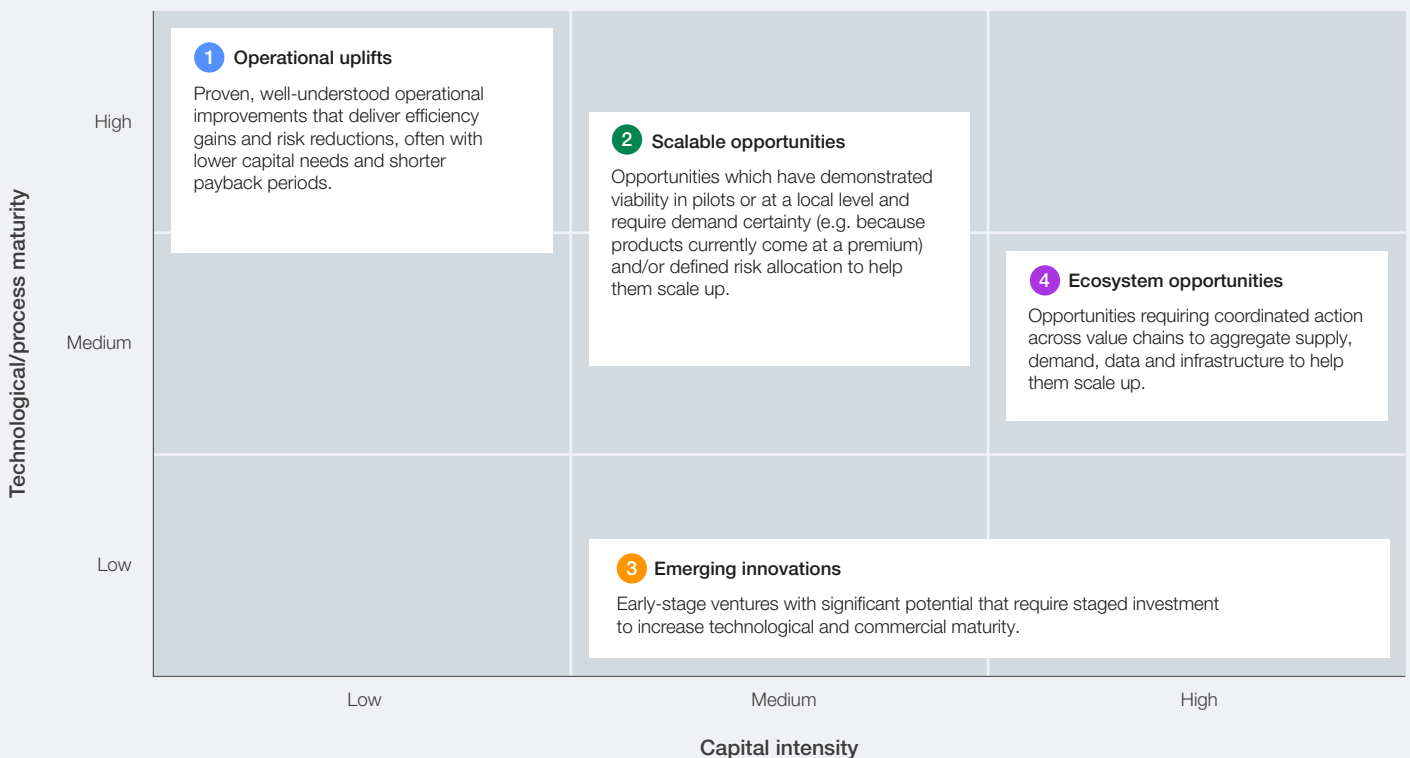
Through an evaluation of around 250 business activities, this report has compiled a portfolio of over 50 nature-positive investible opportunities across 13 priority sectors, selected for both their economic and ecological benefits. Each opportunity has been assessed across critical

environmental impact drivers aligned with leading global frameworks such as the Taskforce on Nature-related Financial Disclosures (TNFD) – including impacts on land and ocean ecosystems, freshwater and resource use, and pollution control. Financial returns have been evaluated against drivers of revenue growth, capital and operational cost reductions, and risk mitigation.

These opportunities are relevant for all C-suite executives and board members. They are appropriate for a range of risk and cost appetites, encompassing well-understood operational improvements, emerging innovations and large-scale ecosystem collaborations (see Figure 1).

FIGURE 1 Nature-positive investment archetypes

Four types of nature-positive opportunities offer differing tech maturities, capital intensities and barriers to scaling-up



Together, these opportunities reflect a rapidly maturing market with diverse risk-return profiles, capital intensity, technological readiness and scalability. Most of these opportunities also deliver co-benefits for climate mitigation and social outcomes. The portfolio includes initiatives such as:

Precision farming techniques: these integrate advanced technologies and data-driven processes in agriculture to optimize land use, reduce water consumption and minimize use of potentially harmful and costly inputs – such as fertilizers and pesticides. Farmers who adopt these methods are expected to gain substantial financial benefits over time, with some studies suggesting profit increases as high as 120%.⁶

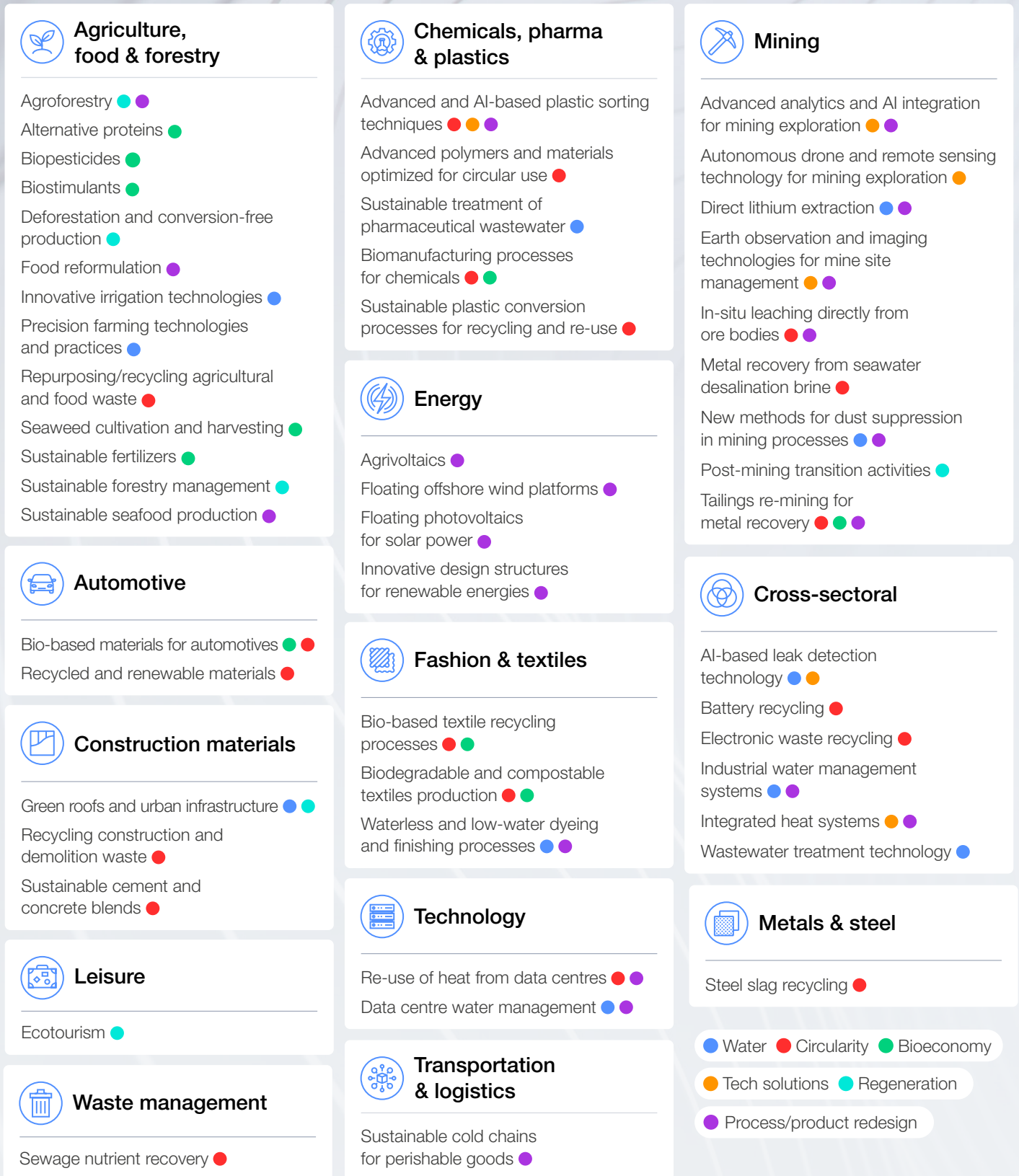
Battery recycling: this refers to the process of recovering valuable metals from end-of-life batteries, such as lithium-ion. The shift towards electric and battery-powered technologies across

various sectors and rising demand for critical materials used in production is resulting in a growing need for effective recycling solutions – with an estimated market potential of \$40-50 billion by the end of 2030.⁷ The recycling process enhances resource efficiency and prevents soil and water contamination risks from toxic components and improper disposal.

Data centre water management practices: these focus on reducing water consumption and improving the efficiency of cooling systems to meet rising resource demands. With global capital expenditure on data centres projected to surpass \$1 trillion by 2029,⁸ driven by rapid growth in digitalization and AI services, water usage in this sector is climbing significantly. For example, global AI-related demand alone is expected to lead to water withdrawals of between 1.1 and 1.7 trillion gallons in 2027 – equivalent to roughly four to six times the total annual water use of Denmark.⁹



FIGURE 2 | List of 50+ investible opportunities for a new nature economy



3

Leadership action on investible opportunities for nature-positive goals

Business leaders can use these opportunities to guide concrete actions that unlock sustainable value:

- **Use the opportunity list as a strategic benchmark:** Assess current suppliers, portfolios and investment pipelines against the identified opportunities to understand exposure and gaps, while gauging alignment with sustainable market practices. Identify priority areas to deepen nature-positive investments for operational and competitive advantage.
- **Signal market leadership with investments in nature-positive opportunities:** Drive meaningful capital towards these opportunities as a clear commitment to reshaping industry norms and finance practices around nature-positive economics. Advocate for policies that dismantle barriers and help these solutions scale up.
- **Integrate nature-positive activities within core business frameworks, not as peripheral initiatives:** Elevate nature considerations beyond sustainability silos into business-as-usual governance structures, capital allocation and performance incentives. Recognise, measure and manage nature-related impact alongside mainstream KPIs such as cost reduction, risk mitigation, revenue diversification and innovation pipelines.
- **Leverage the broad spectrum of financing solutions to expand nature-positive opportunities:** Use familiar financing tools, such as sustainability-linked bonds, loans, equity and insurance, to fund and de-risk these investments. Stay engaged with emerging financial innovations that improve access to capital for newer technologies and large ecosystem initiatives which can enable these solutions to grow and create meaningful impact.



FIGURE 3 | Operational uplift opportunities for nature

Operational uplifts									
▲ Land use 🌊 Ocean use 💧 Freshwater use ⚙️ Resource use 🏭 Pollution 📉 Low 📊 Moderate 🟢 High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact		Transformative impact			
		Climate	Social			Tech maturity	Capital intensity	Scalability	
Agriculture, food and forestry									
Deforestation and conversion-free production Production practices which do not contribute to the destruction of forests or conversion into agricultural land	▲	Directly mitigates forest clearing and habitat conversion	✔️	✔️	Revenue increase	Agricultural producers access conscious consumers willing to pay premium prices	🟢	📊	📊
Repurposing and recycling agricultural and food waste Practices aimed at reusing and repurposing waste food materials into alternative products (e.g. compost, biogas and biofertilizer)	⚙️	Minimizes resource use through recycling nutrients and waste into new products	✔️		Revenue increase	Waste management providers earn waste disposal fees and revenue from by-products	🟢	📊	📊
Sustainable seafood production Environmentally responsible aquaculture and wild fisheries management using low-impact, traceable and restorative practices	🌊	Minimizes ocean ecosystem impacts and avoids overexploitation of stocks	✔️	✔️	Revenue increase	Growing sales of sustainable seafood products for producers	🟢	📊	📊
Mining									
Advanced analytics & AI integration for mining exploration Methods integrating geological, geophysical, sensor and historical data to improve exploration accuracy and reduce drilling	▲	Minimizes ground disturbance from ground-based exploration teams and heavy equipment	✔️	✔️	CapEx reduction	Lowers direct exploration costs and capital in drilling for mining companies	🟢	📉	🟢
Autonomous drone and remote sensing for mining exploration Technologies that directly identify and map mineral compositions over large areas, enabling faster and more precise exploration	▲	Minimizes ground disturbance from ground-based exploration teams and heavy equipment	✔️	✔️	OpEx reduction	Replaces need for expensive ground machinery for mining companies	🟢	📉	🟢
Earth observation & imaging for mine site management Systems that enable precise terrain mapping, monitoring of environmental impacts and optimization of operational layouts	🏭	Minimal emissions and disturbance from ground-based observation and management	✔️		Revenue increase	Growing demand for technologies to shorten exploration cycles	🟢	📉	🟢
New methods for dust suppression in mining processes Processes that focus on reducing dust emissions and conserving water resources (e.g. advanced misting cannons and fogging)	🏭	Reduces particulate emissions more effectively than conventional methods	✔️	✔️	OpEx reduction	Reduced water usage, fewer maintenance and health costs for industrial operators	🟢	📉	🟢
Cross-sectoral									
Industrial water management systems Comprehensive water management approaches optimizing the use, treatment and recycling of water	💧	Reduces freshwater consumption through recycling and re-use		✔️	OpEx reduction	Reduced water consumption and treatment costs	🟢	📉	🟢
Integrated heat systems Optimizing the capture, distribution and re-use of heat across sectors to reduce energy waste and environmental impacts	⚙️	Reduces fossil fuel consumption through recycling and reuse	✔️	✔️	OpEx reduction	Provides buffer from fuel price volatility for industrial operators by diversifying heat sources	🟢	📉	🟢

FIGURE 4 | Scalable opportunities for nature

Scalable opportunities									
 Land use Ocean use Freshwater use Resource use Pollution Low Moderate High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact	Transformative impact				
		Climate	Social		Tech maturity	Capital intensity	Scalability		
Agriculture, food and forestry									
Agroforestry Combines trees with crops and/or livestock on the same land to enhance biodiversity, improve soil health and diversify incomes		Optimizes land productivity & reduces land conversion by layering multiple outputs on the same area			Revenue increase	Diversifies revenue streams for farmers and agribusinesses			
Biopesticides Natural pest-control agents that enhance crop resilience, reduce reliance on synthetic chemicals and support sustainability		Increases or maintains yields on existing land by reducing crop losses to pests			Revenue increase	Improves revenue through yield and quality gains and supports organic farming			
Food reformulation Process of altering the composition of food products to enhance their nutritional value and reduce environmental impact		Reformulation often replaces animal-based or resource-intensive ingredients			Revenue increase	Revenue for ingredient manufacturers for product lines appealing to sustainability-conscious consumers			
Precision farming technologies and practices Integration of advanced technologies and data-driven practices in agriculture to optimize processes		Enhances efficiency of water and land use, including reducing water withdrawal			Revenue increase	Growing market for equipment manufacturers as farmers face significant margin pressures			
Sustainable fertilizers Natural soil amendments that enhance crop productivity and resilience by improving nutrient cycling and soil health		Delivers improvements in yield and soil quality on existing land			Revenue increase	Growing market for pesticide manufacturers to support yield and quality gains and organic farming			
Sustainable forestry management Management of forest resources that meets present needs while ensuring health and viability of forests for future generations		Practices promote reforestation and afforestation, which improve biodiversity			CapEx reduction	Sustainable practices reduce need for additional land and preserve asset values			
Automotive									
Recycled and renewable materials Use of materials that are sourced from recycled products or renewable resources in manufacturing and design of vehicles		Reduces reliance on newly extracted raw materials			OpEx reduction	Utilizing recycled materials can reduce overall costs for material producers			
Chemicals, pharmaceuticals and plastics									
Advanced and AI-based plastic sorting techniques Uses AI, computer vision and advanced sensors to identify and separate complex plastics at high purity and speed		Enhanced sorting accuracy raises purity of recyclable plastics, reducing landfill			Revenue increase	Higher-purity plastics command increased bale values for recyclers			
Sustainable plastic conversion for recycling and reuse Uses selective chemical methods to turn hard-to-recycle plastics into high-quality useable materials		Reduces plastic pollution and waste from landfill and incineration			Revenue increase	Growing market for recycled content polymers with premium pricing			
Construction materials									
Green roofs and urban infrastructure Installing living vegetation on roofs and other urban infrastructure		Increases biodiversity, manages rainwater, insulates buildings and cools urban areas			Revenue increase	Increases demand and policy support for high-value green roofs			
Recycling construction and demolition waste Involves reclaiming materials from demolished structures and repurposing them for new construction projects		Significantly lowers pollution from raw material extraction and processing			OpEx reduction	Reduces material and disposal costs			

FIGURE 4 | Scalable opportunities for nature (continued)

Scalable opportunities									
 Land use Ocean use Freshwater use Resource use Pollution Low Moderate High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact	Transformative impact				
		Climate	Social		Tech maturity	Capital intensity	Scalability		
Construction materials									
Sustainable cement and concrete blends Involves incorporating construction and demolition waste or industrial by-products such as slags and fly ash, reducing virgin cement/concrete content improving sustainability of blends		Recycles waste, reduces GHG emissions and raw material demand, and can improve performance			OpEx reduction	Cost reduction potential by using by-products as additives and reduced energy inputs			
Energy									
Agrivoltaics Innovative approach combining agricultural production with solar energy generation by installing solar panels on land		Enables dual land use combining agricultural production with solar energy generation			CapEx reduction	Reduces land costs for energy providers by encouraging and incentivizing leasing			
Innovative design structures for renewable energy Structures which require fewer materials (e.g. steel-efficient lattice structures) and are easier to disassemble		Designs require fewer materials and are easier to disassemble			CapEx reduction	Optimized use of materials reduces upfront capital for renewable energy providers			
Fashion and textiles									
Bio-based textile recycling processes Collecting and sorting used garments then recycling them mechanically to make new fibres or pulp		Replaces virgin fibres which reduces associated land conversion			Revenue increase	Recycled fibres command price premiums for textile recyclers			
Biodegradable and compostable textiles production Production of textiles and fibres designed to decompose naturally, reducing long-term waste and plastic pollution		Reduced plastic pollution as bio-based fibres are biodegradable or compostable			Revenue increase	Growing market for manufacturers appealing to sustainability-orientated consumers			
Waterless and low-water dyeing and finishing processes Allows fabrics to be coloured and treated with little to no added water (e.g. foam finishing, digital printing processes)		Significant water savings relative to conventional dyeing methods			OpEx reduction	Reduces water consumption and wastewater treatment expenses for manufacturers			
Leisure									
Ecotourism Providing tourism experiences and infrastructure that support biodiversity, economic returns and low-impact travel		Protects natural habitats and acts as alternative to more destructive land uses			Revenue increase	Growing market of eco-conscious travellers for hospitality developers			
Metals and steel									
Steel slag recycling Uses a by-product of steelmaking to use in downstream industries (e.g. as a fertilizer proxy in agriculture)		Repurposes by-product which would have contributed to waste, conserving natural resources			Revenue increase	Additional revenue stream for processors and recyclers			
Mining									
Direct lithium extraction techniques Uses advanced techniques, such as membrane filtration, to selectively extract lithium from brine or other sources		Reduced water usage and higher recovery rates compared to brine evaporation			Revenue increase	Increasing market demand for lithium as revenue for mining companies			
In-situ leaching directly from ore bodies Technique that allows for the extraction of valuable minerals without the need for traditional mining methods		Reduced surface disturbance by enabling extraction without surface evacuation			CapEx reduction	Eliminates need for some fixed infrastructure for mining companies			

FIGURE 4 | Scalable opportunities for nature (continued)

Scalable opportunities									
Land use Ocean use Freshwater use Resource use Pollution Low Moderate High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact		Transformative impact			
		Climate	Social			Tech maturity	Capital intensity	Scalability	
Mining									
Post-mining transition activities Comprehensive process of rehabilitating and restoring ecosystems following the closure of mining operations		Effective activities significantly reduce pollution, such as soil and water contamination			CapEx reduction	Compliance cost reduction and asset protection for mining companies			
Tailings re-mining for metal recovery Extracts valuable metals from mine waste by using microbes or biotechnological approaches		Enhances recovery of metals from low-grade ores and existing waste streams			Revenue increase	New revenue streams for mining companies from waste materials			
Technology									
Data centre water management Technologies which minimize water usage and maximize efficiency in cooling systems		Reduces stress on local water resources			OpEx reduction	Reduces water and energy consumption for data centre operators			
Waste management									
Sewage nutrient recovery Technologies which capture materials from municipal or industrial wastewater and turn them into fertilizer inputs		Material recovery displaces primary fertilizer production			Revenue increase	Revenue generated from sale of recovered fertilizer by wastewater treatment firms			
Cross-sectoral									
Wastewater treatment technology Enables industrial facilities to efficiently treat wastewater onsite, recovering water and achieving significant cost savings		Onsite systems reduce freshwater abstraction, easing pressures in stressed basins			OpEx reduction	Treats wastewater onsite instead of by third parties and can recover materials			

FIGURE 5 | Emerging innovations for nature

Emerging innovations									
Land use Ocean use Freshwater use Resource use Pollution Low Moderate High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact		Transformative impact			
		Climate	Social			Tech maturity	Capital intensity	Scalability	
Agriculture, food and forestry									
Alternative proteins Range of sustainable food sources, including plant, fermentation, cell, insect and algae-based proteins		Requires less land than traditional livestock farming			Revenue increase	High-growth market for alternative protein manufacturers			
Biostimulants Natural or biologically derived products which enhance plant growth, soil health and resilience to stress		Enhanced nutrient uptake reduces need for synthetic inputs			Revenue increase	Revenue potential for manufacturers from farmers and agribusinesses			
Innovative irrigation techniques Systems designed to deliver water directly to plant roots, reducing wastage and improving efficiency		Reduces water withdrawals from aquifers, rivers and lakes			Revenue increase	Revenue potential for equipment providers as adoption of practices grows			
Seaweed cultivation and harvest Sustainable cultivation of marine algae for food, feed, biofuels and ecosystem restoration		Enhances marine biodiversity and restoration of habitats			Revenue increase	Growing demand for seaweed-derived products for producers			

FIGURE 5 | Emerging innovations for nature (continued)

Emerging innovations									
 Land use Ocean use Freshwater use Resource use Pollution Low Moderate High									
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact		Transformative impact			
		Climate	Social			Tech maturity	Capital intensity	Scalability	
Automotive									
Bio-based materials for automotive Use of bio-based polymers to produce interior components, foams, adhesives and structural parts		Bio-based materials lower pollution in production and disposal			Revenue increase	Revenue potential for materials manufacturers			
Chemicals, pharmaceuticals and plastics									
Advanced polymers and materials optimized for circular use New functionalized or advanced materials that can be recycled or processed more easily		Advanced materials can replace rare and critical minerals			Revenue increase	Growing market with products commanding price premiums for chemical manufacturers			
Sustainable pharmaceutical wastewater treatment Techniques combine physical, chemical and biological methods to sustainably remove complex pharmaceutical compounds		Removes complex, persistent and bioactive pharmaceutical compounds from wastewater			OpEx reduction	Cost efficiencies for pharma companies from reduced energy and waste disposal			
Energy									
Floating offshore wind platforms Technologies which harness wind energies in deeper waters where traditional fixed-bottom turbines are unfeasible		Renewable energy sources reduce need for fossil fuel extraction			Revenue increase	Platform-design firms gain revenue from renewable energy companies			
Floating photovoltaics for solar power Solar power plants where photovoltaic modules are mounted on floating structures on bodies of water		Floating structures do not require land, preserving agricultural and natural land areas			Revenue increase	Platform manufacturers gain revenue from renewable energy companies			
Mining									
Metal recovery from seawater desalination brine Converts concentrated brine into useful chemicals such as magnesium, lithium and other minerals		Allows the recovery of valuable minerals from waste products, reducing new land conversion			Revenue increase	Creates new revenue streams from waste products for mining companies			
Transportation and logistics									
Sustainable cold chains for perishable goods Energy-efficient, low-emission storage and transportation systems that reduce wastage and refrigerant leakage		Reduces spoilage and waste of perishable goods			OpEx reduction	Cost savings from reduced product loss for cold chain operators			
Cross-sectoral									
AI-based leak detection technologies Allows companies to detect and address more complex water leaks in real time, reducing water consumption and costs		Enables prompt repairs, optimizing water use			Revenue increase	Revenue potential for technology providers from diverse sources			

FIGURE 6 | Ecosystem opportunities for nature

Ecosystem opportunities									
Land use	Ocean use	Freshwater use	Resource use	Pollution	Low	Moderate	High		
Opportunity description	Primary nature impact	Co-benefits		Primary financial impact	Transformative impact				
		Climate	Social		Tech maturity	Capital intensity	Scalability		
Chemicals, pharmaceuticals and plastics									
Biomanufacturing processes for chemicals Leverages biological processes and organisms to produce a wide range of chemicals		Using microorganisms significantly reduces pollution compared to chemical manufacturing			Revenue increase	Feedstock producers face high demand for products from biomanufacturers			
Technology									
Re-use of heat from data centres Captures and repurposes significant amounts of waste heat and transfers thermal energy to nearby buildings, districts etc.		Significant reduction in resource use by displacing fossil fuel in heating systems			Revenue increase	Significant market potential for technology providers from strong growth in data centres			
Cross-sectoral									
Battery recycling Process of recovering valuable materials from end-of-life batteries such as lithium-ion		Recycling recovers valuable minerals, such as lithium, cobalt and nickel			Revenue increase	Significant market potential for recycling innovators from recyclers and manufacturers			
Electronic waste recycling Process of properly managing and processing discarded electrical materials and equipment to recover valuable materials		Recycling prevents leaching from hazardous substances into landfills and ecosystems			Revenue increase	Resale potential for recovered materials for recycling companies			

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Endnotes

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