

Nature Markets and Biodiversity Credits Initiative: Frontrunners Coalition

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The challenge

Over the past 50 years the world has seen a 69% drop in wildlife populations and, overall, one million species are facing extinction. It is both an environmental and an economic crisis given that more than half the world's GDP is moderately or highly dependent on nature and its services.

Business has a key role to play in driving nature recovery, notably by supporting nature markets and instruments such as voluntary biodiversity credit markets, as set out in the Kunming-Montreal Global Biodiversity Framework (GBF), to which 196 countries are signatories.



At their core, nature markets are based on the sale and purchase of ecosystem services, which are commonly defined as the services that nature provides to people.

Green Finance Institute

The World Economic Forum explores the potential of these innovative markets and instruments to help mitigate systemic nature-related risks, connect them back to business strategies, and channel investment into vital ecosystems and Indigenous Peoples and local communities.

The Frontrunners Coalition

The World Economic Forum, with McKinsey & Company as knowledge partner, offers a platform for private sector players to identify and discuss the key entry barriers and issues to nature markets. The ambition of the Coalition is to:

- Signal increasing interest in financing the health of ecosystems, while supporting communities.
- Build a stronger business case for nature, deepening trust and confidence in the market.
- Pilot, iterate and learn from early-stage examples and transactions, improving impact and scalability.

Why join the Coalition and what to expect

Businesses participating in the Coalition will have the opportunity to develop knowledge and thought leadership, drive action, raise ambition, and gain reputation as leaders on nature markets and nature financing mechanisms globally.

The members of the Coalition benefit from bi-monthly community workshops and ad-hoc bilateral discussions with market experts. These discussions cover outstanding questions around nature markets, including on enabling environment and the role of policy and incentives, data and measurement of biodiversity impacts, and the interconnection between different instruments such as carbon credits, PES, and biodiversity credits.

Through early-stage partnerships and collaborations with peers, the Coalition offers a corporate sandbox to drive concrete action forward on specific topics of interest, while ensuring high integrity as laid down in the [High-Level Principles to Guide the Biodiversity Credit Market](#).

Members of the Coalition have a unique opportunity to play an instrumental role in emerging new markets and regulations, strengthen their nature risk profile, and advance their procurement know-how.

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