

## The WWF Economic Forum in Stockholm, May 5, 2005

With this 1-day forum, WWF Sweden brought together leading experts, business leaders, policy makers and researchers in economics and nature to reflect on the way forward particularly for business and finance to report and act on sustainability issues.

The Economic Forum forms part of a wider project agenda funded by FORMAS; to be developed for these purposes over 3 years. IKED is represented in Steering Group.

### **GoNaturePositive! Presents key insights from the ongoing work**

Among the presentation in the morning, insights from the ongoing work were presented by three representatives of GoNaturePositive!, Linda Björck of WWF, Niak Koh of Oxford University, and Marianne Zandersson, Århus University. This part included deliberations of the forthcoming **'Concept note: Framing the Nature Positive Economy'** and also the **'Mapping policy and co-operative initiative landscapes for systemic change towards a nature-positive economy'**, work led by Benjamin Kupilas, at Ecologic Institute.

### **Panel debate on the role of EU, nations/states, regions and municipalities in solving the triple climate, biodiversity and pollution crises**

In the final panel of the day, Thomas Andersson, IKED, took part in an intensive debate on the needs and ways forward to enable a systemic transition towards a Nature-Positive Economy, where the economy no longer expands on the expense of nature and where the planetary boundaries of our world can remain intact for the future.

Among the highlights, policymakers must keep their ambitions high and guard their credibility for the long term, as investment in nature and clean technologies requires business and finance to carry immediate costs in return for future benefits. It was highlighted that the notion of a trade-off between the economy and nature is imaginary. In the short-term, an investor or a consumer may perceive a trade-off, but in the long-term and wider context, the two go together. Moreover, plenty of solutions are around, which generate substantive economic returns while safeguarding nature. Their realization happens where the relevant affected economic interests align and collaborate, and synergies are established between complementary measures.

Governments may hesitate, but **people, businesses, and technology** are already driving the transition. **Technology** holds immense power — it can solve our biggest challenges or undermine everything we value. The outcome hinges on the purposes for which we invest in technology and how we make use of it.