

# ***Unlocking Private Finance for Scalable, Credible, and High-integrity NbS***

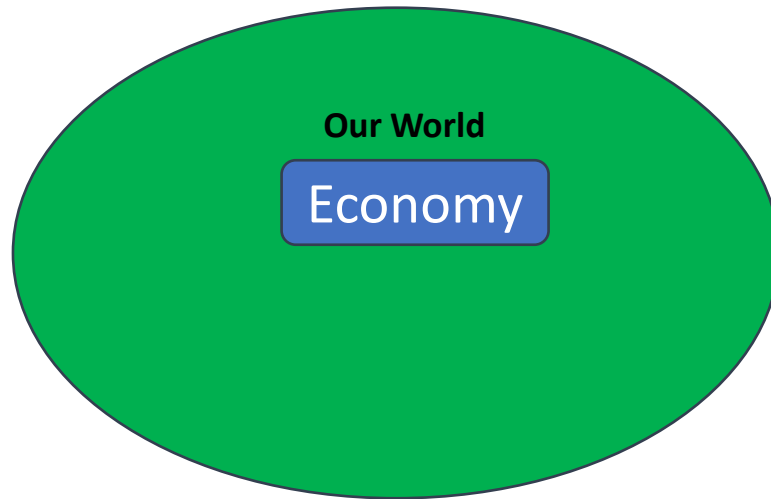
**IUCN WCC**

*Keynote address, IUCN Business Pavilion*  
13:00 - 14:00 October 13, 2025

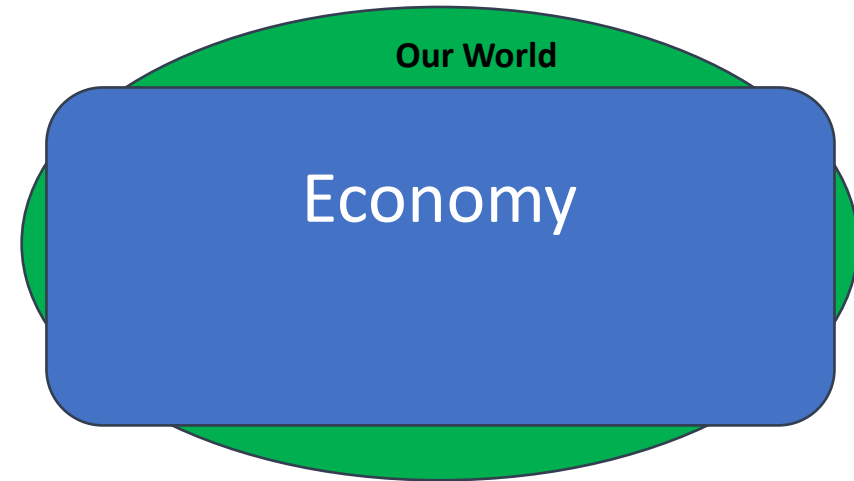
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# THEN vs. NOW

**“Empty” World**



**“Full” World**



***Human Prosperity Impeded by....***

***...Labour and Infrastructure***

***....Natural resources and  
Environmental sinks***

# NbS – A major counter-response



Climate change adaptation & mitigation



Disaster risk reduction



Economic & social development



Water security



Food security



Human health



Ecosystem degradation & biodiversity loss

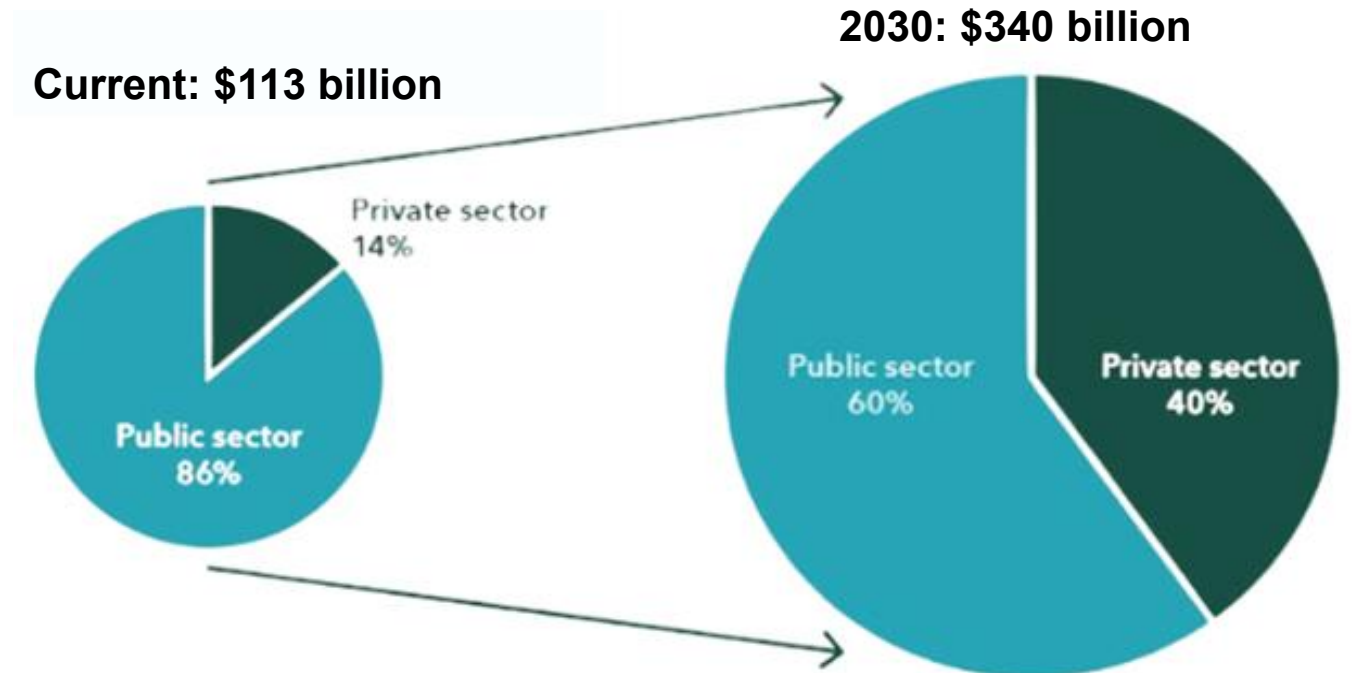
**US\$ 170 billion**  
 Estimated global benefits in ecosystem services from Nature-based Solutions - related to climate



**37%**  
 Amount of climate mitigation Nature-based Solutions can contribute to meeting Paris climate goal

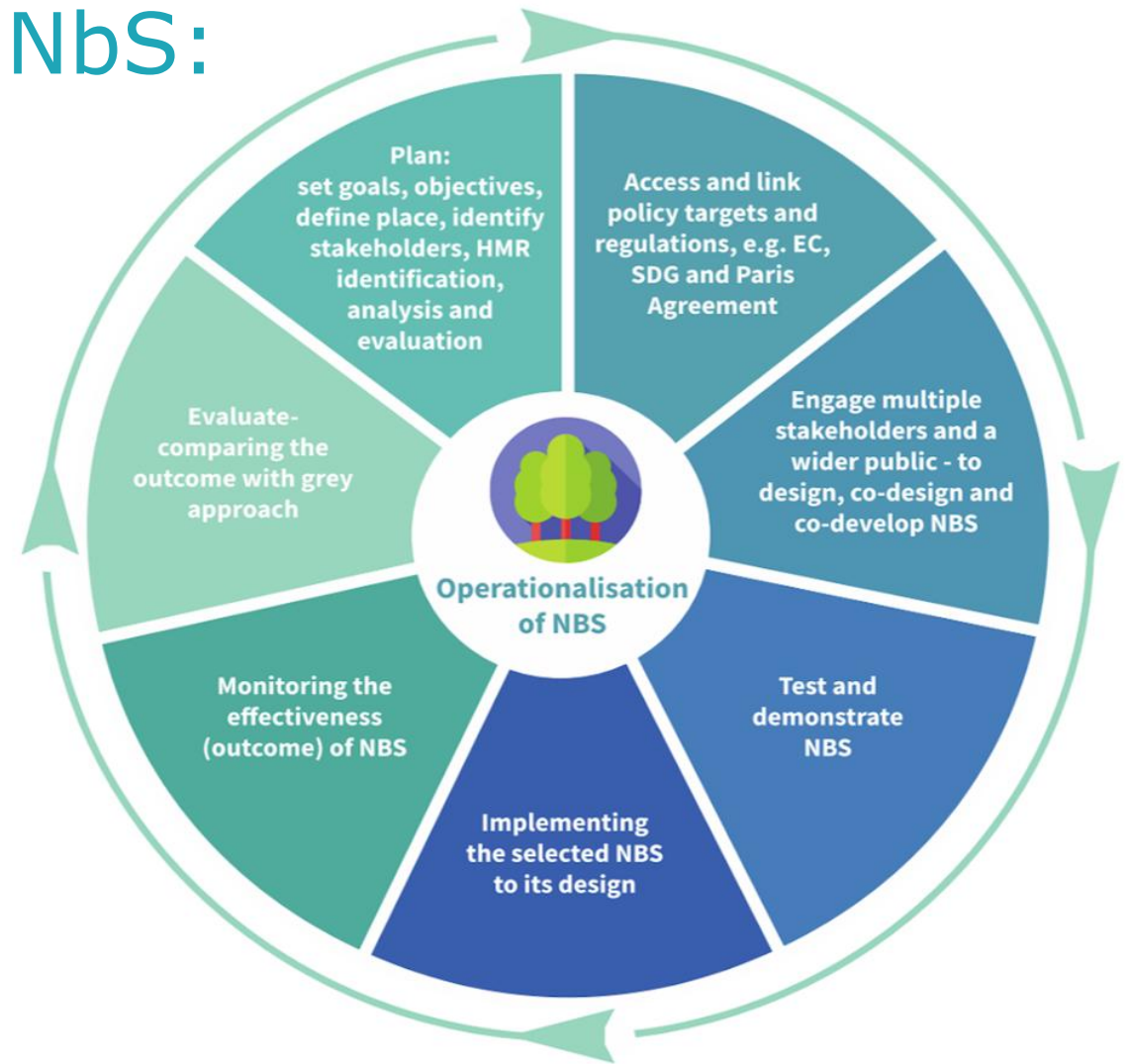
# NBS Market – Demand & Investment

- Fulfilling the potential of NbS is partly about its use and innovation
- Civil society and private sector engagement of high importance for relevance, efficiency
- Mobilisation of private funding matters greatly for scaling
- Fuel private sector supply of NBS



# Complex value chains for NbS:

- Cyclical versus linear
- Interconnected web of actors
- Multi-stakeholder
- Multi-disciplinarity
- Unclear boundaries between demand and supply
- Co-production process



The scope for investor returns varies ....

*Processes for designing and implementing NBS value chains  
(Adapted from Kumar et al., 2020)*

# Tools – Mechanisms for Private Sector Investment in NbS

- **Blended finance**, combine value flows through concessional and private capital, sharing risks, and realise synergies
- Matching mechanisms, such as **interoperable digital marketplaces**, connecting project developers and private investors, communities and investors, complementary competences
- **Mitigating risk** via insurance/guarantees; layered capital; standards; diversification
- Integrate **natural capital valuation** and **ecosystem service accounting** into risk-return assessments
- Improve **Measurement, Monitoring, Reporting, Verification** systems using satellite data and digital twins
- NbS **crediting mechanisms** (carbon, water, biodiversity) to **generate predictable cash flows**
- Require third-party **certification and transparent disclosure** (e.g., aligned with CSRD and EU Taxonomy)

# Distinguish Actor Categories

- Project developers on the ground, includes impactful grassroots projects
- Financial intermediaries, manage trillions flowing through global financial systems
- The population at large, who make up a major part of the economy, consumption, savings, meant to be serviced by the intermediaries

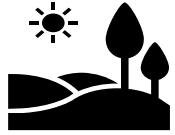


## Conundrum of financial intermediaries

- Challenges of measurement, valuation, risk-management
- Lacking competences on-the-ground
- Live in “disconnected worlds”
- Costs of due-diligence – result in high demands for aggregation
- Prime KPI:s are different - preferences to use money elsewhere for highest returns
- Opaqueness of “Greenwashing” and ambiguity of public subsidies

# Operationalising a credible investment – reward circle

*Towards a mechanism that connects everyday action with verified, systemic change.*



## Project selection

Capacity to receive resources coupled with ability to achieve measurable results  
Interface Nature/people



## Reward investors

Visibility, Trust, based on verification of what works



## Raise and Channel Funding

Fintech for Accessibility  
Empowering investors  
Immediate distribution



## Implement and Measure Results

Economy of aggregation  
enabling scaling for quality results

# Towards Systems Solutions – for green funding to “get teeth”

- Re-identity green, take environment and society into account when measuring progress/prosperity/“growth”
- Weight of Shareholder vs. Stakeholder interests
- Determinants of capital costs
- Disclosure and reporting must include “verified impact” ... counter mis-information
- Sharpen support for “green” R&D and innovation coupled with commitment that action on sustainability cannot be deferred
- Leadership for transformational change towards a Nature-Positive Economy





**Thank you!**

**Get in contact**

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