

Why is this important?

- When nature declines so do the benefits it provides to people. Nature loss **threatens an estimated USD 44 trillion of global GDP-more than half**.
- Nature is also valuable in its own right- many people want to know that nature is healthy. When nature declines, so do the benefits it provides to people, such as pollination, clean water and mental health.
- Investment in conserving nature presents enormous **economic opportunities** through green growth, sustainable products, and environmental innovation. These economic opportunities will be crucial in enabling economies to rebound after the COVID crisis.
- A third of the actions necessary to deliver the 2°C climate target under the Paris Agreement can be achieved through investment in nature;
- Further **pandemics are inevitable without investment** to reform humanity's relationship with nature.
- Loss of biodiversity affects poorer people most seriously, as they are more dependent on nature.
- As investment in nature grows it must benefit **in particular** indigenous peoples and local communities, and that poorer people be **guaranteed fair participation in the economic opportunities** linked to investment in biodiversity
- Access to information on the benefits of investment in biodiversity should be improved, and international and local financial support should be made available to increase participation.

The right global tools and events

- [The Nature-](#) guides investment towards actions that improve climate impacts, social benefits and positive outcomes for biodiversity.
- The [Species Threat Abatement and Restoration \(STAR\) Metric](#), co-created by IUCN, is one way to quantify conservation actions that can be used to establish targets and demonstrate nature-positive actions.
- IUCN supports funds that use public finance to attract commercial investors, including: the [Nature Finance Accelerator](#); the [Sub-National Climate Fund](#); the [Blue Natural Capital Finance Facility](#); the [Ecosystem-based Adaptation Fund](#).
- Governments, international finance institutions and the finance sector should support **scaling-up existing structures, and launching similar facilities**, to help meet the funding deficit for conservation.
- Barriers to growing the conservation finance sector include the **lack of attractive risk and return profile, and the lack of scale**; most deals are under USD 20 million. The