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IUCN opened a consultation on their *U* *V* *-Positive - Setting and implementing* *@#V*

, from 12 December 2023 until 15 March 2024, 15 weeks in total. It was open to IUCN constituents (Members, Commissions, Council, and Secretariat) and non-IUCN constituents including the private sector. To collate responses for the consultation, an online form was created using Microsoft forms, see Appendix 1 for the questions in the consultation form.

To raise awareness of the consultation a specific email on the IUCN approach was sent in December 2023 to all IUCN members, Commissions, secretariat, and Council. A reminder email was also sent to all IUCN constituents in early March 2024. In addition, the consultation was included within the IUCN Digest emails throughout the consultation period. To support this process a flyer was developed to help in the communication of the aims and application of the IUCN approach (see Appendix 2).

To facilitate private sector engagement in the consultation IUCN secretariat staff reached out to many private sector partners, including those who attended the IUCN Leaders Forum. In addition, IUCN published several posts on LinkedIn targeting private sector engagement with the consultation, these posts incorporated infographics to support communication (see Appendix 2). Several IUCN secretariat staff also participated in webinars and meetings during the consultation period with both IUCN constituents (e.g. National Committees) and the private sector where the IUCN approach was presented, and the consultation highlighted.

## 2.1. Number of responses

We received a total of 203 separate responses to the consultation. This included 197 responses received through the consultation form and an additional 13 responses via email (7 of which were from people who also provided responses in the form).

Language - Seventy two percent of responses were submitted in English, 18% in French and 10% in Spanish (Figure 1).

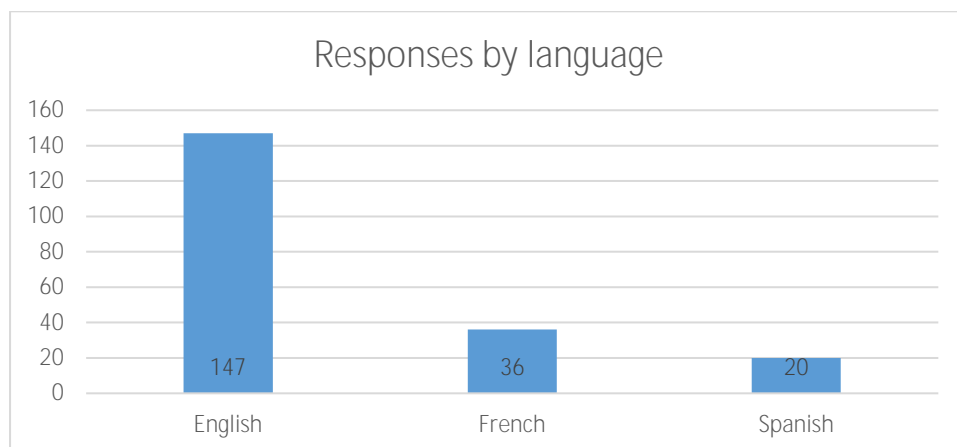


Figure 1. Language of the responses submitted. Responses in French and Spanish were translated into English using Google Translate, with a flag that the responses are translated.



### 2.3. Responses by non-IUCN constituents

Thirty six percent of responses were from non-IUCN constituents (Figure 3)<sup>3</sup>.

- Nineteen percent of responses (n = 40) came from private sector respondents, with those identifying as highest number with 15 responses, followed by Private sector other alliances and networks with 14.
- NGOs made up the highest percentage of responses from non-IUCN constituents with 9% (19) of all responses.

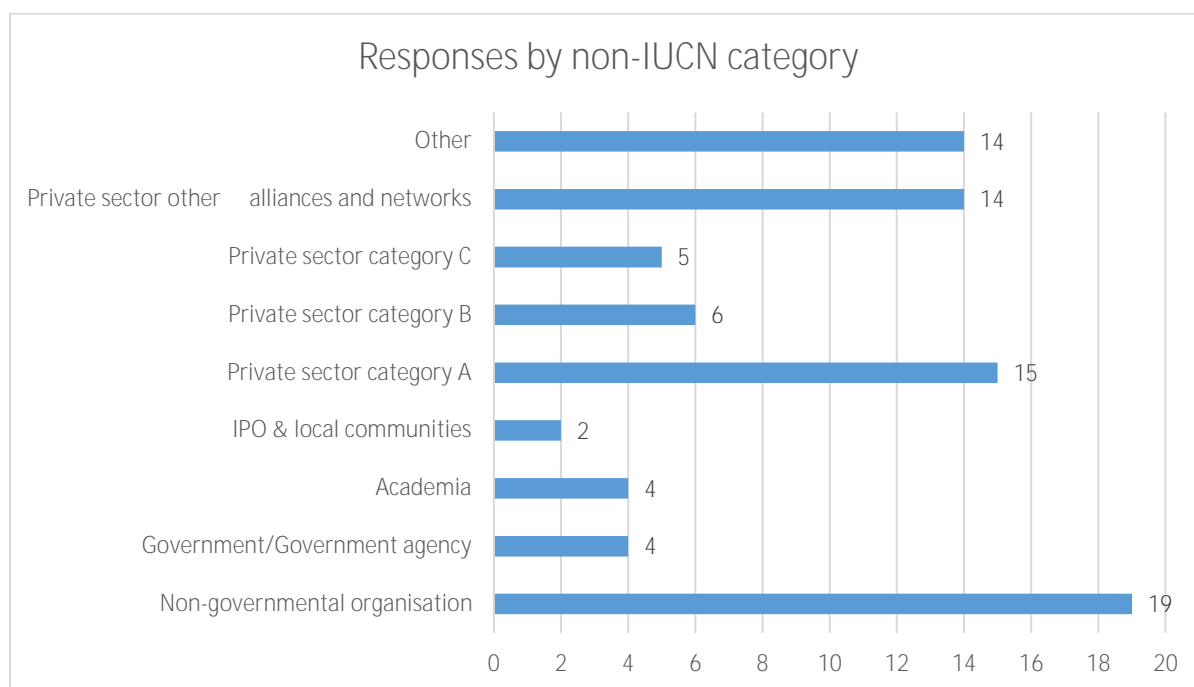


Figure 3. Responses submitted by non-IUCN constituents disaggregated by type

### 2.4. Responses by region and country

**IUCN Regions** Some 43% of all responses came from countries within the IUCN region of West Europe (n = 85), followed by 14% each from South and East Asia (n = 28), and Africa (n = 27) (Figure 4).

**Countries** The highest number of respondents were based in France (n = 26), followed by the UK (n = 18), USA (n = 15), and India (n = 10) (Figures 5 and 6).

- France (n = 6) and USA (n = 6) had the highest number of private sector respondents, followed by UK, The Netherlands, Germany, and Brazil (each with 3 responses) (Figure 7).

<sup>3</sup> Again, note that an individual respondent could select more than one category

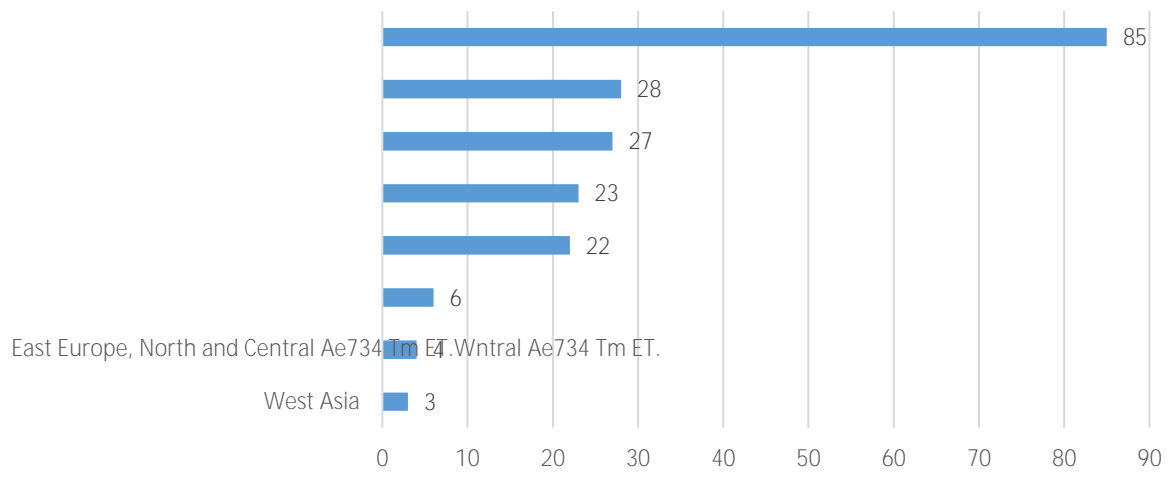


Figure 4. Responses submitted by IUCN region.

Figure 5. Responses submitted by country.

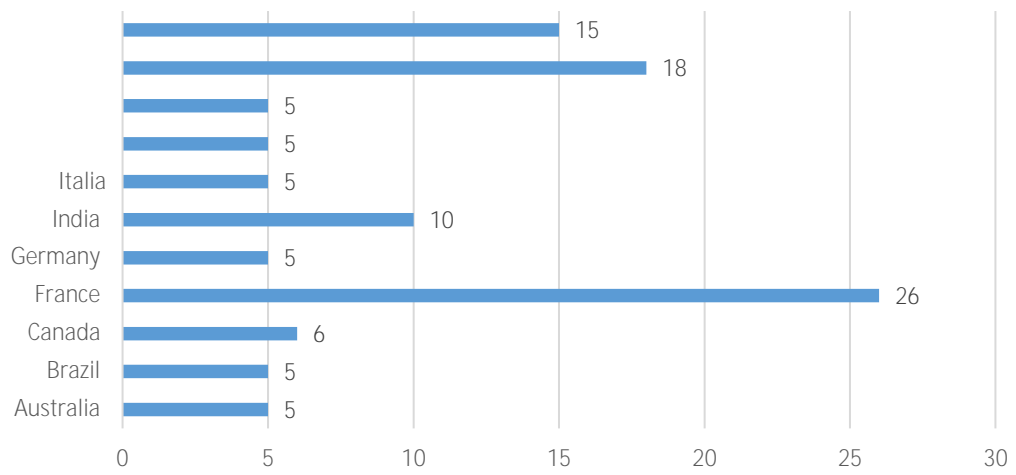


Figure 6. Responses submitted by country, showing only those countries with 5 or more respondents.

Figure 7. Number of responses by country for respondents that selected [unlabeled] categories. Note that this is the country of the respondent and not necessarily the headquarters of the company.





- Statement #42. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level 25.7% of private sector disagree.
- Statement #43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions to species and ecosystems to higher levels, such as by sector or country 25% of private sector disagree.
- Statement #31. The logic and presentation of the IUCN approach seems clear 22.2% of private sector disagree.
- Statement #44. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level 25.7% of private sector disagree.

The online survey form provided for one free text response per section. Each feedback comment was reviewed and assigned:

- if a comment was related to a specific statement, it was assigned to that statement
- the section in the form where the comment was made
- the individual statement from the online form that is related to the comment
- a keyword where relevant

In addition, many of the feedback comments covered several issues related to different statements in the form. Therefore, where required each comment was disaggregated accordingly so each could be assigned to the most relevant survey form statement. The same approach was taken for responses received as additional feedback outside of the survey form.

### 3.1. Number of comments received

There were 679 unique comments provided after disaggregation of larger comments addressing different issues, of which 574 are considered to require a response from IUCN. The highest number of comments were provided in section 3 (Aims of the IUCN approach, n = 157 comments), and section 2 (Positioning relationship with other frameworks/ initiatives, n = 150 comments). The statements with the highest number of associated comments were:

- Statement 3.1: The IUCN approach is based on a set of aims and objectives that are aligned with the Sustainable Development Goals (SDGs) and the Paris Agreement.
- Statement 2.1: The IUCN approach is based on a set of aims and objectives that are aligned with the Sustainable Development Goals (SDGs) and the Paris Agreement.

- Is there a way that the Measuring Nature Positive approach can be extended to marine and freshwater realms?



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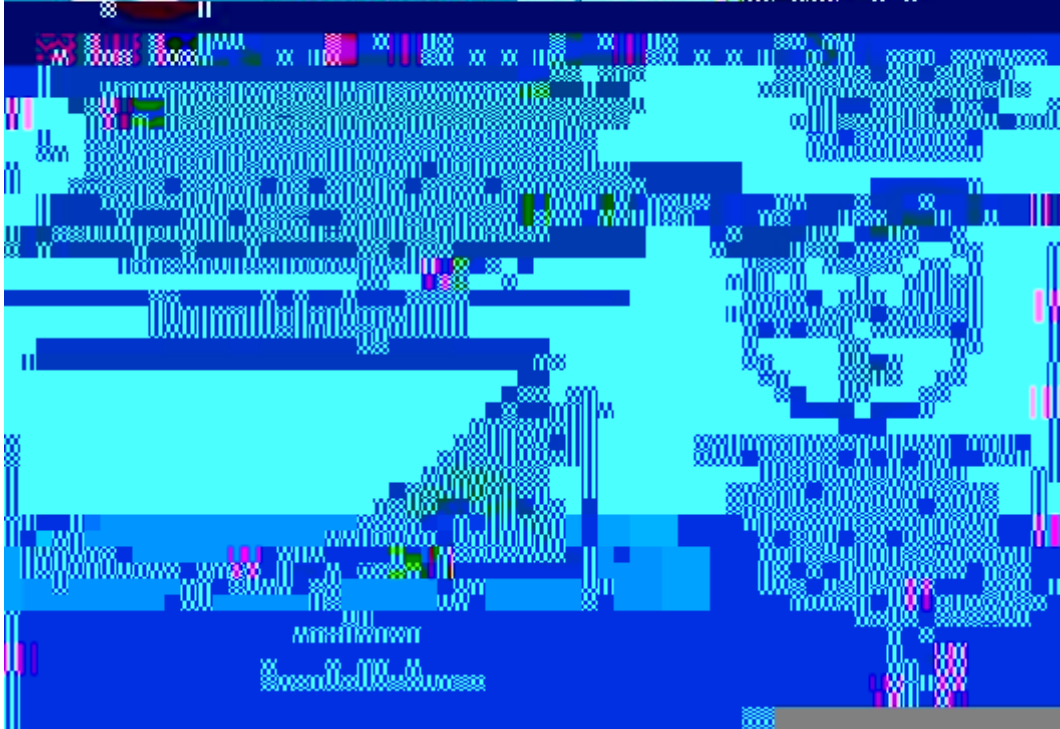









# NATURE POSITIVE: Achieving Global Biodiversity Goals



# MEASURING NATURE- POSITIVE IMPACT: Transparent Metrics for Progress

The approach includes complementary metrics

for two key components of biodiversity applicable at local, national, regional and global levels

Species Threat Abatement and Restoration metric

Metric combination

FOR NATURE

comprehensive, science-based, and location-specific method



MAKE COMMITMENTS SET TARGETS TRACK PROGRESS

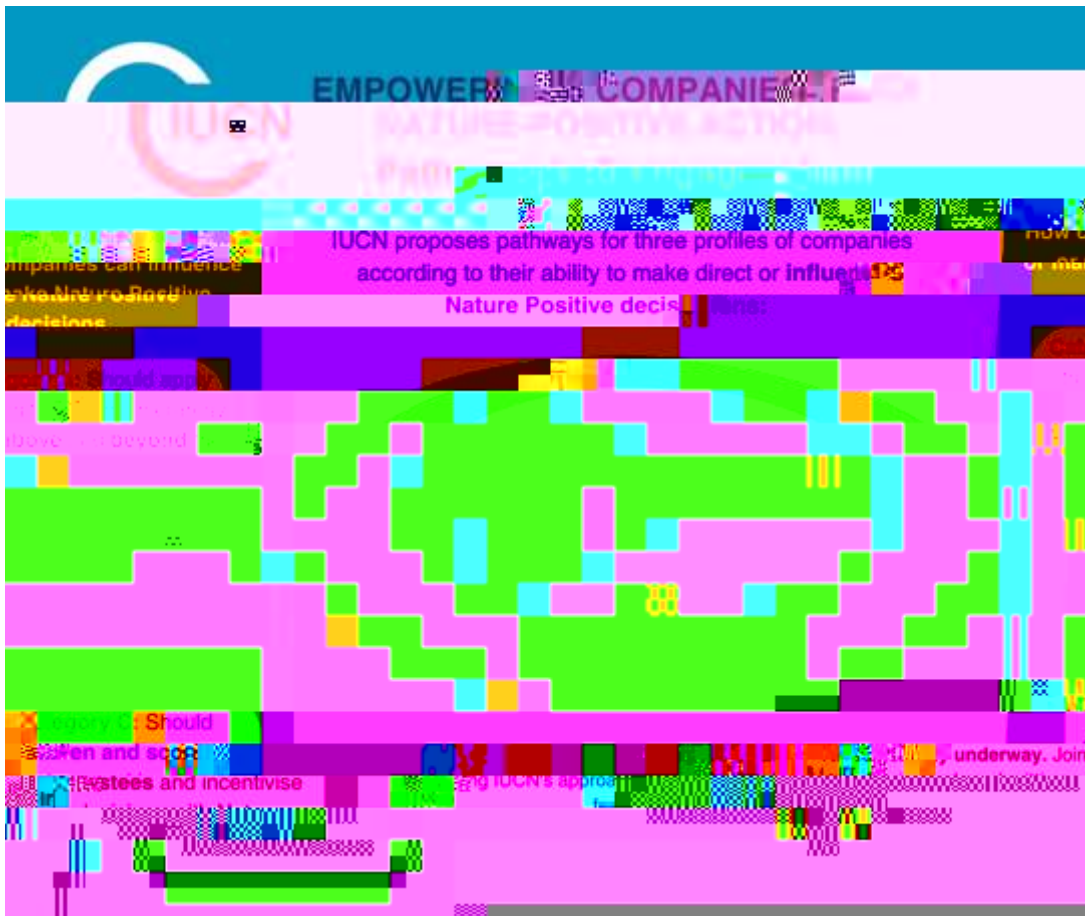


FOR NATURE

REDUCING THREAT TO SPECIES

BIODIVERSITY RECOVERY

An open consultation on IUCN'S approach is current



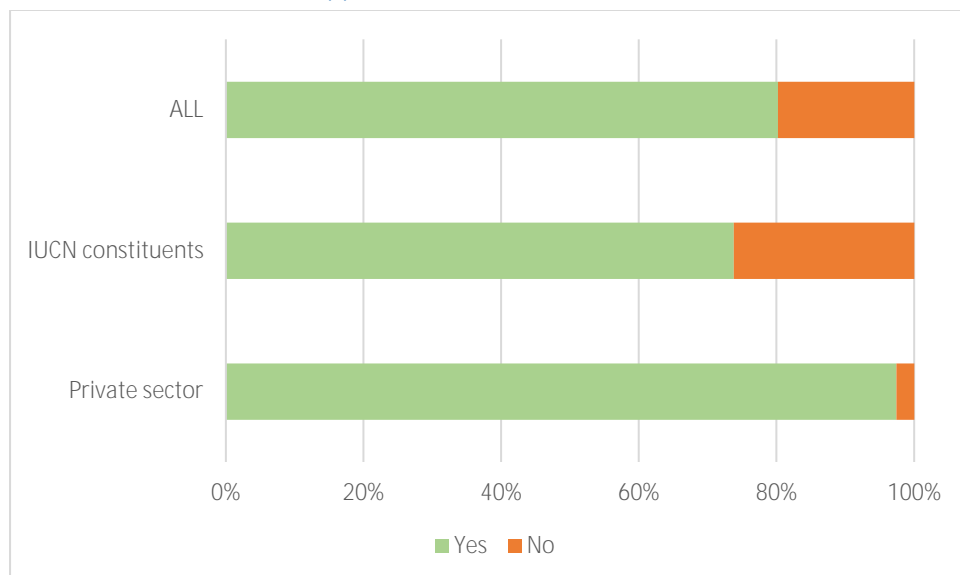
Series of infographics used to promote the IUCN approach and the consultation via the IUCN LinkedIn posts.

The responses given using the Likert scale to the statements in the consultation are provided below. For each statement there are three charts:

- i. ALL includes responses from ALL respondents (n = 197)
- ii. IUCN constituents includes responses from only those respondents who selected one of the IUCN constituency categories (n = 126)
- iii. Private sector - includes responses from only those respondents who selected one of the private sector categories (n = 39)

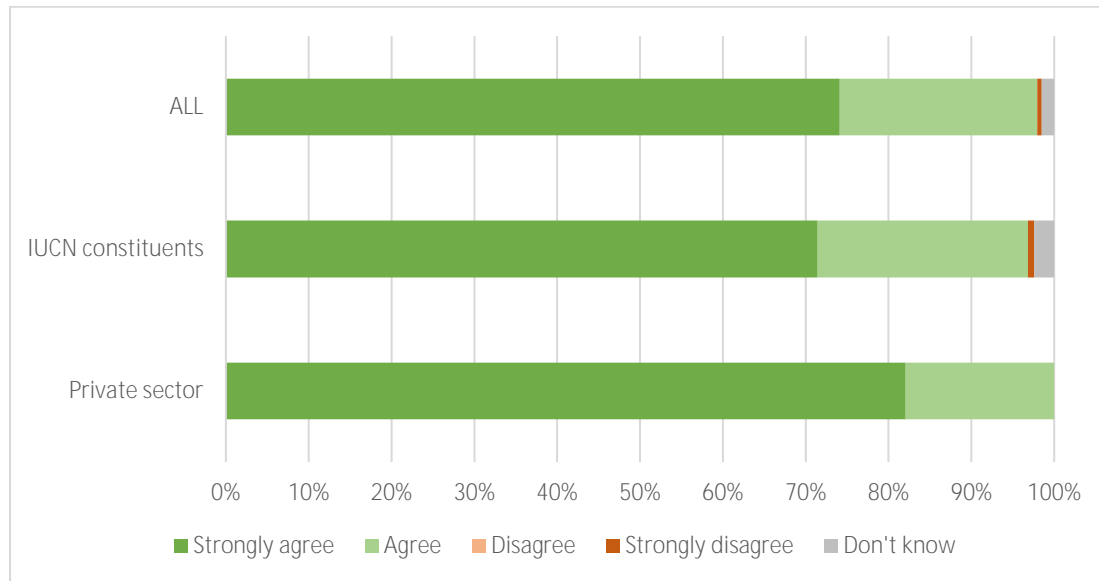
## Understanding of Nature-Positive and IUCN

*Statement 10. I have heard of the term 'Nature-Positive' before my engagement with this consultation on the IUCN approach.*

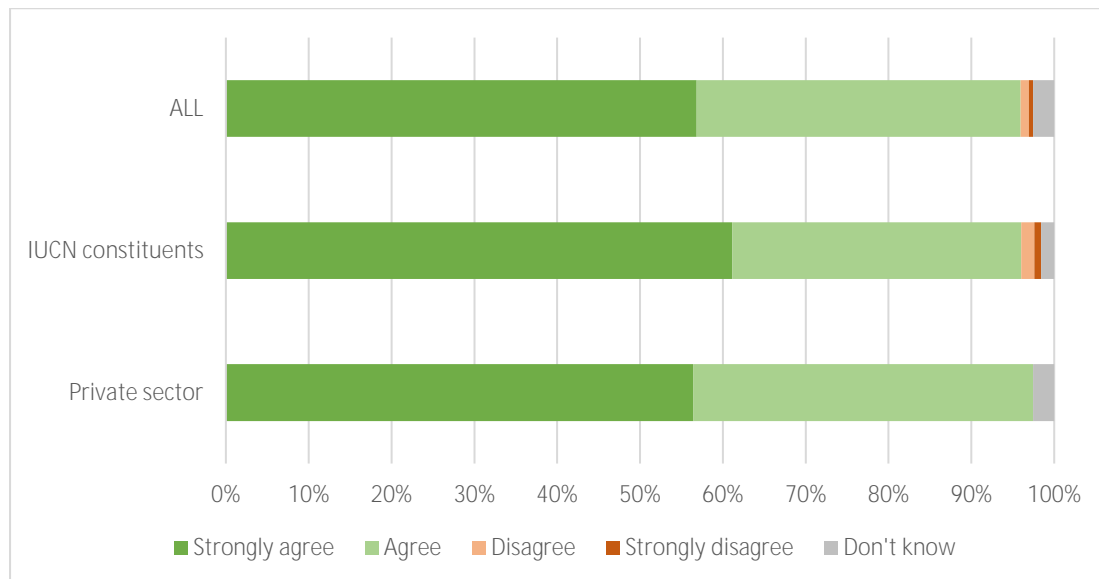




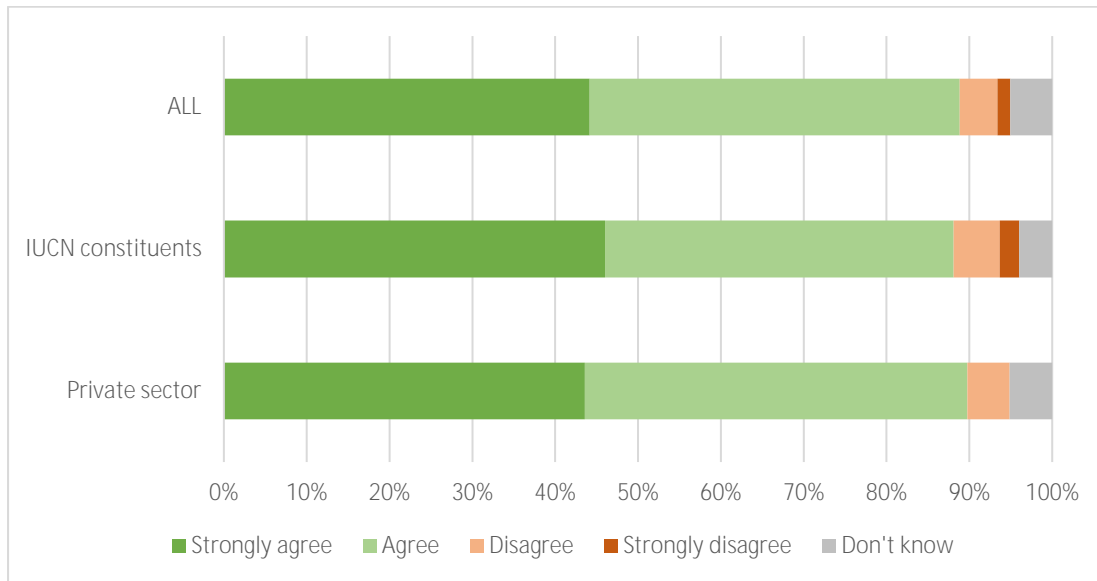
Statement 13. Guidance is needed to support society, including the private sector, in making contributions towards a Nature-Positive world.



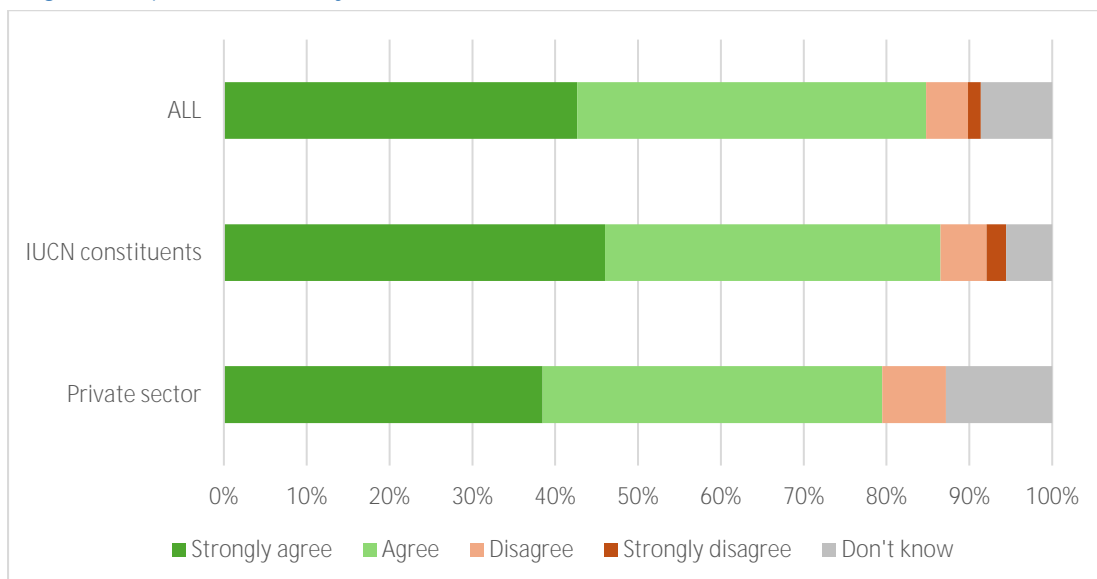
Statement 14. IUCN is well placed to provide guidance to its Membership on delivering and measuring conservation outcomes within a Nature-Positive framework.



Statement 15. IUCN is well placed to provide guidance to the private sector on delivering and measuring conservation outcomes within a Nature-Positive framework.

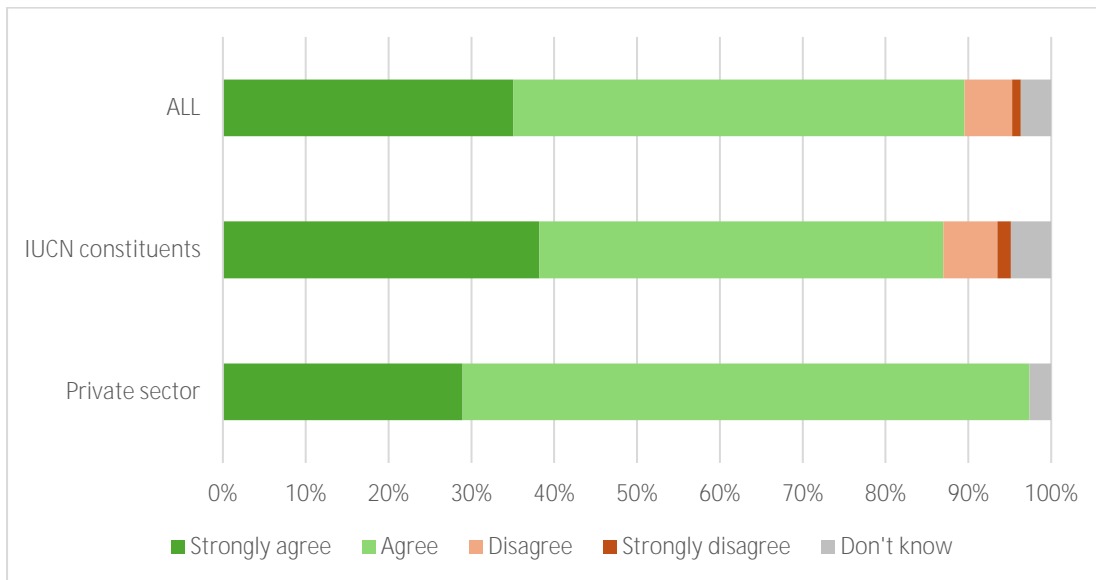


Statement 16. I am interested in using the IUCN approach in my work for setting and implementing targets for species and ecosystems within a Nature-Positive framework.

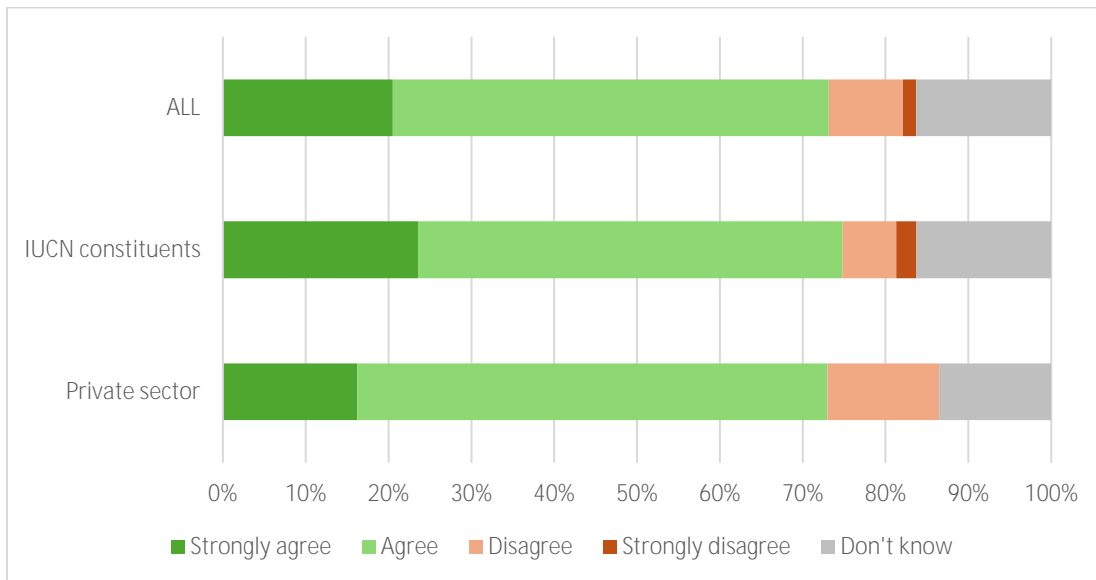


## Positioning relationship with other frameworks/ initiatives

*Statement 18. IUCN's approach, focusing on species and ecosystems, clearly fits within the broader Nature-Positive agenda.*



*Statement 19. IUCN's approach builds on yet goes beyond the mitigation hierarchy.*



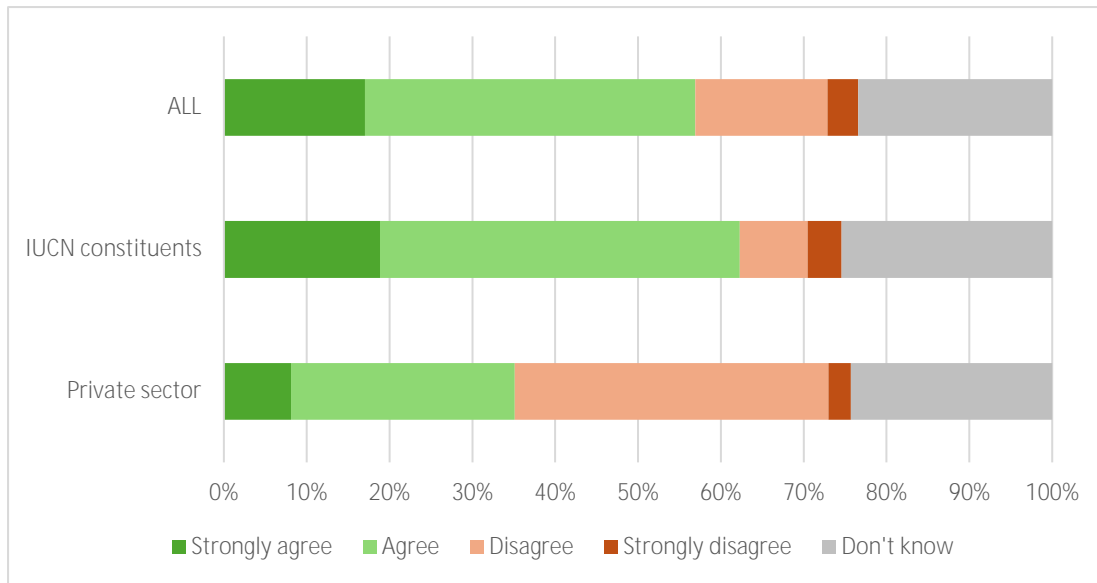
*Statement 20. It is appropriate that IUCN's approach focuses on opportunities and risks; and does not*



Statement 22. IUCN's approach supports the Taskforce on Nature-related Financial Disclosures (TNFD) framework.

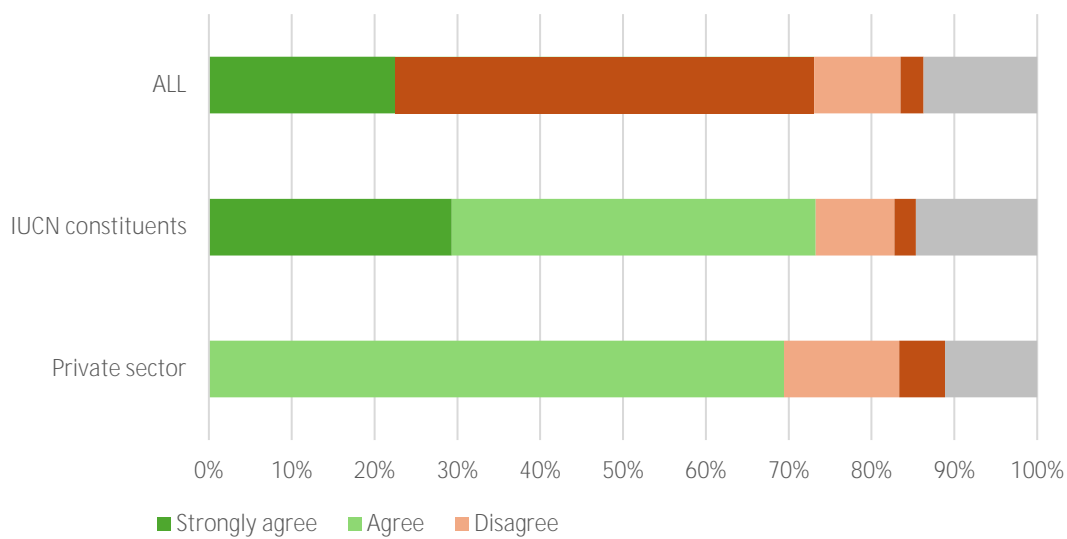
Statement 23. IUCN's approach supports private sector contributions to climate change mitigation and adaptation.

Statement 24. IUCN's approach gives adequate guidance to regulators about how they can facilitate company contributions to Nature-Positive.



### Aims of the IUCN approach

Statement 26. IUCN's approach will allow businesses and their investors to assess where they are on the journey towards making Nature-Positive contributions, and how to move forward.



*Statement 27. IUCN's approach will allow businesses to quantify their negative and positive contributions on species and ecosystems.*

*Statement 28. IUCN's approach will allow the aggregation of individual contributions to species and ecosystems to higher levels, such as by sector or country.*



*Statement 31. The logic and presentation of the IUCN approach seems clear.*

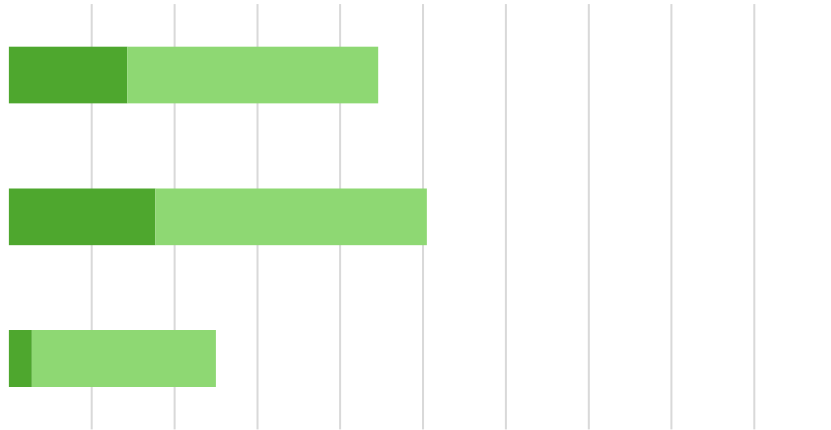
Safeguards/ high integrity

*Statement*

*Statement 34. The IUCN approach is an appropriate compromise between simplicity, to encourage uptake, and robustness, to reduce greenwashing.*

*Statement*

*Statement 36. The IUCN approach as presented is appropriately framed for use by Indigenous People and Local Communities (IPLCs).*



### Assessment framework - Pathway of delivery towards Nature-Positive contributions

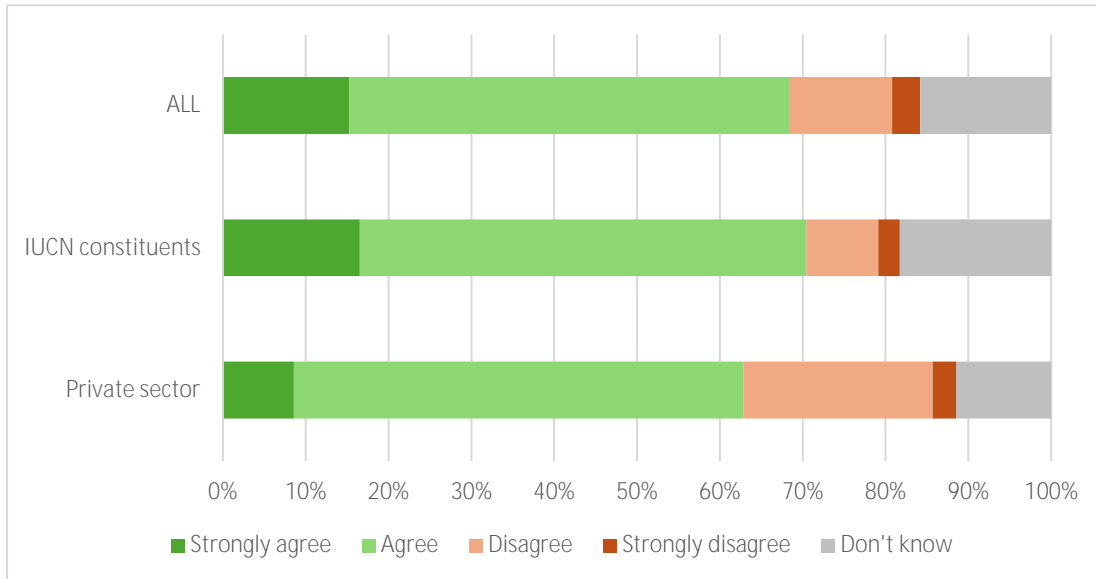
*Statement 38. The assessment framework is suitable for Category A companies to assess where they are on the pathway to making Nature-Positive contributions, i.e. along the alignment pathway.*



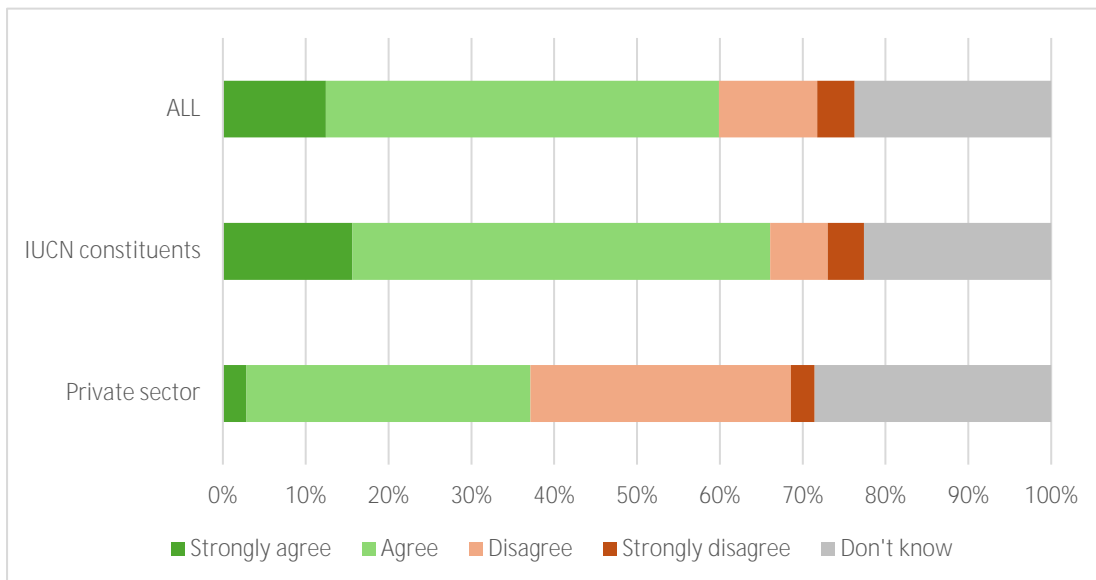


## Assessment framework - Metrics to quantify contributions on species and ecosystems

Statement 42. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions at a site level.



Statement 43. The assessment framework metrics are suitable for companies to quantify Nature-Positive contributions along supply/value chains (i.e. for sectors or commodities at sub-national, national or regional level).



*Statement 44. The Species Threat Abatement and Restoration (STAR) metric (built on the IUCN Red List of Threatened Species™) is an appropriate metric to allow companies to screen sites, value chains, and investment portfolios for ongoing and existing impacts, and opportunities for making Nature-Positive contributions in relation to species extinction risk.*