



NATURE IS YOUR BUSINESS

The Science of Hope for a
Nature-Positive Economy

The 2026 WWF Living Planet Report: Implications for
Business and Finance

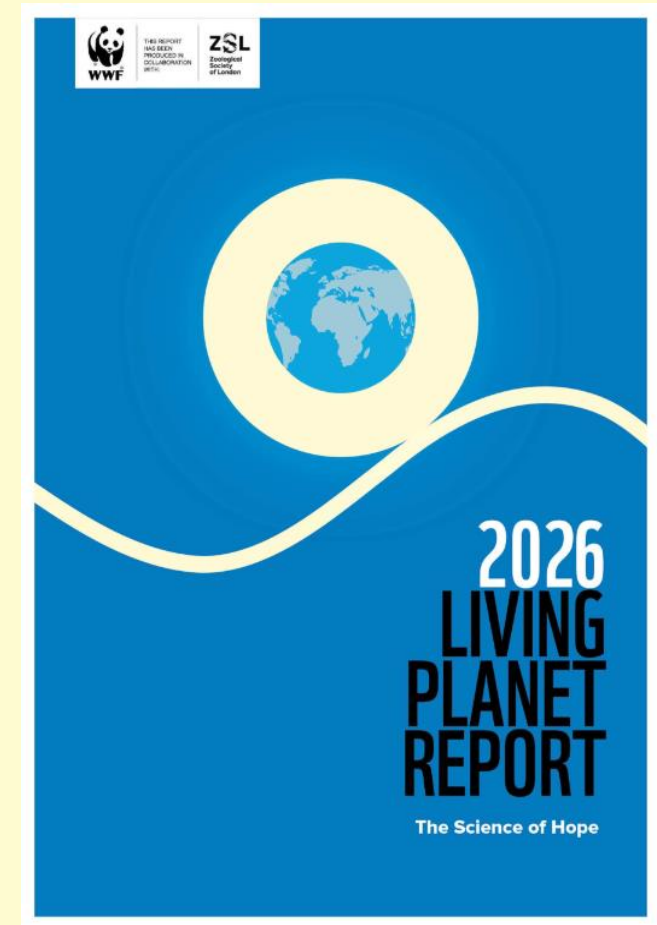
A close-up photograph of an orangutan's face, looking slightly to the right. The orangutan has reddish-brown fur and a thoughtful expression. It is positioned next to a mossy tree trunk on the left. The background is a soft-focus forest with dappled sunlight.

01 THE LIVING PLANET INDEX: WHAT IT MEANS FOR BUSINESS

WHAT IS THE LIVING PLANET REPORT AND WHY IS IT RELEVANT FOR BUSINESSES?

The Living Planet Report (LPR) and the Living Planet Index (LPI) can be seen as a health tracker of biodiversity and the natural systems that underpin our economies, supply chains and societies.

The insights of the LPR on the speed, scale and underlying drivers of biodiversity loss, but also the pathways to reverse it, can help businesses navigate risk, identify opportunities and build resilience in a rapidly changing world.



Wildlife populations monitored by the Living Planet Index (LPI) have declined, on average, by 73% since 1970. Around half of the populations monitored by the LPI are stable or increasing, demonstrating that decline is not inevitable and recovery is possible.

WITH DECREASING BIODIVERSITY, NATURE-RELATED RISKS ARE ACCELERATING

Nature decline is undermining economic stability, and nature loss is now a material financial risk.



Supply chains at risk:

Nature loss already causing operational disruptions and financial losses.



Growing resource pressure: Resource demand to rise ~ 60 per cent by 2060



Escalating climate impacts: ~\$224-288B losses and 55 major disasters in 2025



Rising regulatory pressure: More than 70 per cent companies expect mandatory disclosure

WHAT'S DRIVING BIODIVERSITY LOSS?

Nature loss is not random. The Living Planet Report 2026 identifies a set of direct drivers, that account for most biodiversity decline globally.



Habitat loss and
degradation



Overharvest



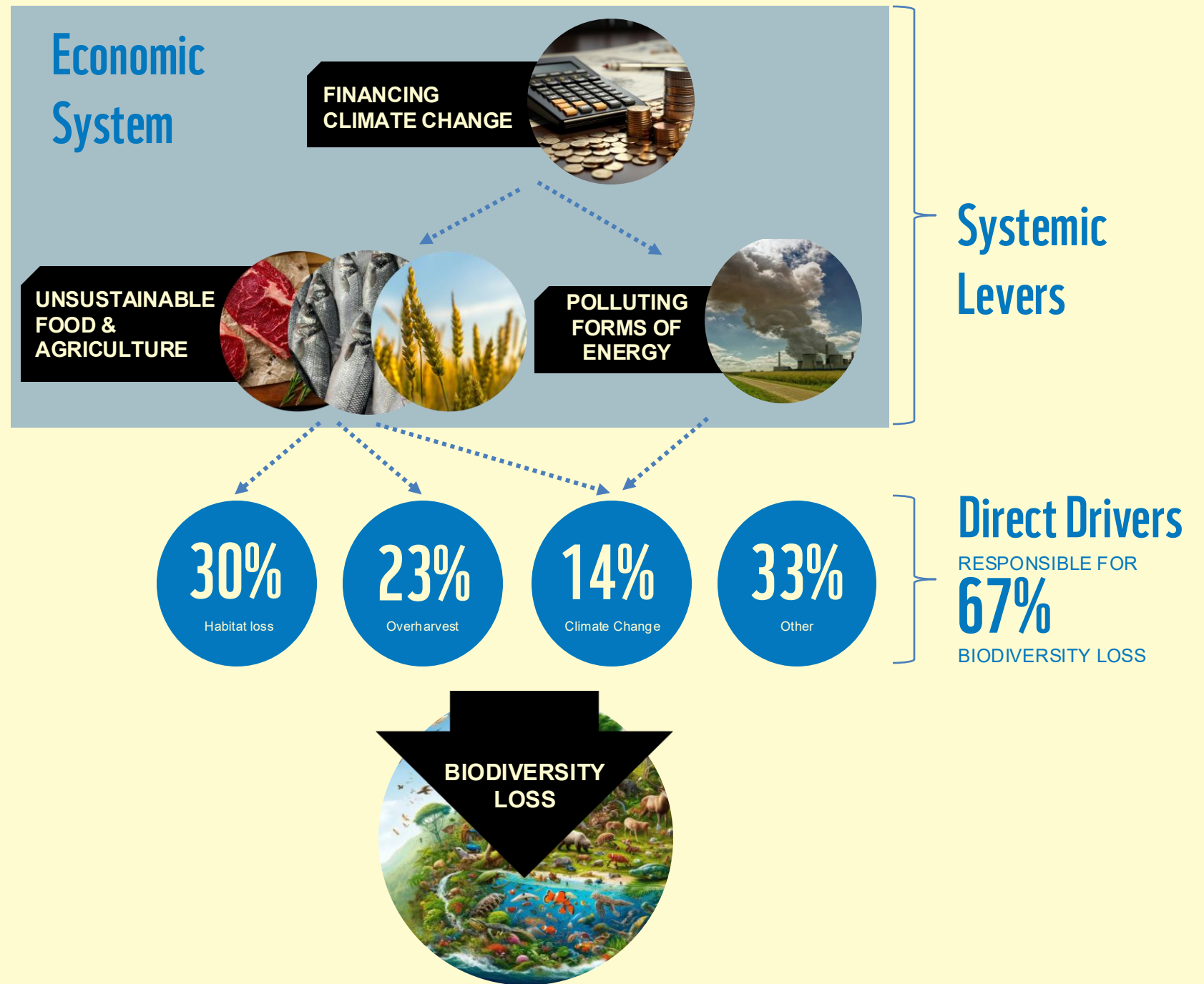
Climate change



Other drivers
(pollution,
invasive species)

THE CURRENT ECONOMIC SYSTEM DRIVES THESE IMPACTS

Transforming food & agriculture, energy and finance is not only relevant for these sectors themselves; as foundational systems, they influence decisions and outcomes across virtually all sectors of the economy and therefore play a critical role in reducing the direct drivers of biodiversity loss.



RECOVERY THROUGH COLLECTIVE ACTION

The Living Planet reveals that decline is not inevitable. Around half of the monitored populations tracked by the Index are stable or increasing, demonstrating that when governments, communities, businesses, scientists and conservation organisations work together we can reverse the declines.



TIGERS

Tigers +70 per cent Increase in Wild Tiger Populations (2010-2025). Coordinated action across governments, communities, NGOs, businesses and conservation partners helped grow wild tiger numbers from ~3,200 to ~5,700 individuals. A powerful example of what sustained collaboration can achieve.

○ BLUEFIN TUNA

Bluefin Tuna From Collapse to Recovery. Science-based quotas, stronger fisheries management and business action helped both Atlantic and Pacific bluefin tuna recover from severe declines, demonstrating the power of coordinated action across entire value chains.



GREEN SEA TURTLE

Green Sea Turtle From Endangered to Least Concern. In 2025, the green sea turtle became the first marine turtle species to be downlisted from Endangered to Least Concern after 50 years of global conservation action across more than 80 countries.



These success stories share a common formula: a clear goal, collective action, and sustained effort over time. Together, they show that nature can recover and that transformation is within reach.

An aerial photograph of a lush green tropical forest in the foreground. In the background, a series of rolling hills and mountains are partially obscured by a thick layer of white mist or low clouds. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue, suggesting a sunrise or sunset scene.

02

THE SCIENCE OF HOPE FOR SYSTEM TRANSFORMATION

THE SCIENCE OF HOPE: POSITIVE TIPPING POINTS

The LPR defines hope not as wishful thinking, but as a 4-step practical and evidence-based process that helps people and organisations move from ambition to action.



1 **GOAL: A clear vision of what success looks like**

Shared goals provide direction, align stakeholders, and create a common purpose.



2 **PATHWAY: A credible route to achieve it**

Practical plans and achievable milestones build confidence that change is possible.



3 **AGENCY: The belief that actions matter**

People and organizations are more likely to act when they believe they can influence outcomes.



4 **RESILIENCE: The ability to persist through challenges**

Transformation is rarely linear. Progress depends on adapting, learning and maintaining momentum.

THE SCIENCE OF HOPE APPLIED



TRANSFORMING THE ENERGY SYSTEM

*Building A Secure, Resilient
And Low-carbon Energy
System*



TRANSFORMING THE FOOD AND AGRICULTURE SYSTEMS

*Building a food system that benefits both
people and nature*



TRANSFORMING THE FINANCE SYSTEM

*Aligning financial systems with a nature-
positive and resilient future*

TRANSFORMING THE ENERGY SYSTEM

The Goal: Building A Secure, Resilient And Low-carbon Energy System

A resilient economy depends on an energy system that delivers reliable, affordable and low-carbon energy while reducing risks to climate and nature.



- 1 Reduce climate and nature risks**
75 per cent of global greenhouse gas emissions come from energy systems



- 2 Strengthen energy security**
Renewable energy relies on abundant domestic resources

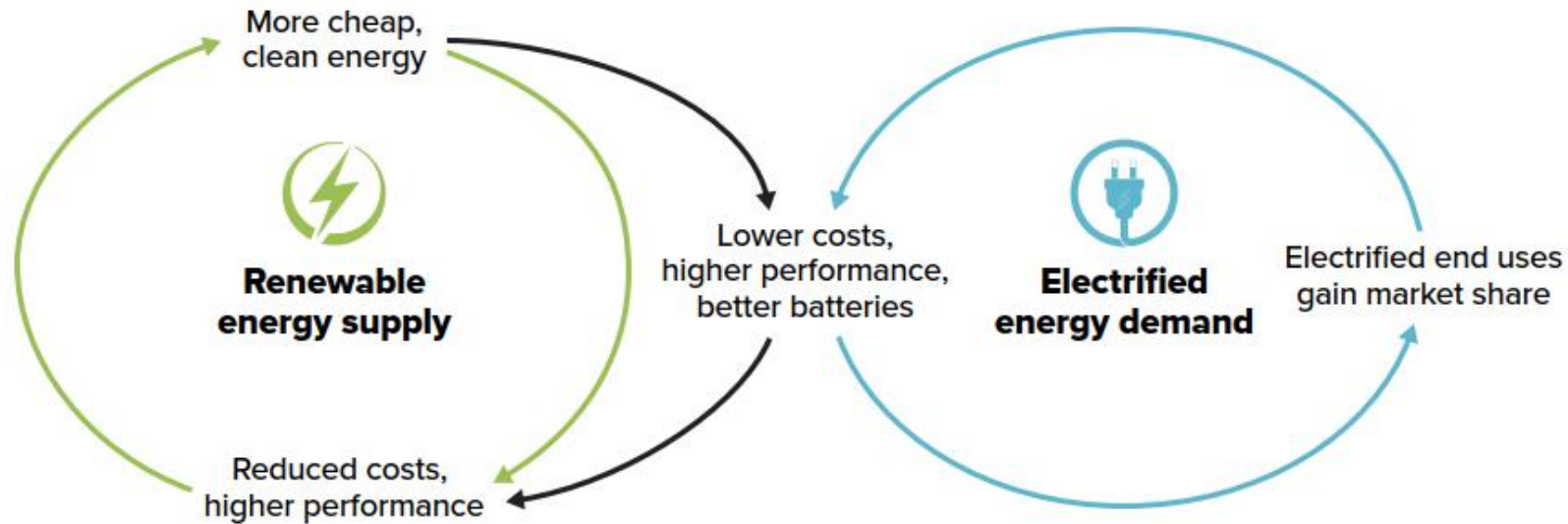


- 3 Build economic resilience**
A renewable and electrified energy system can provide affordable, reliable energy

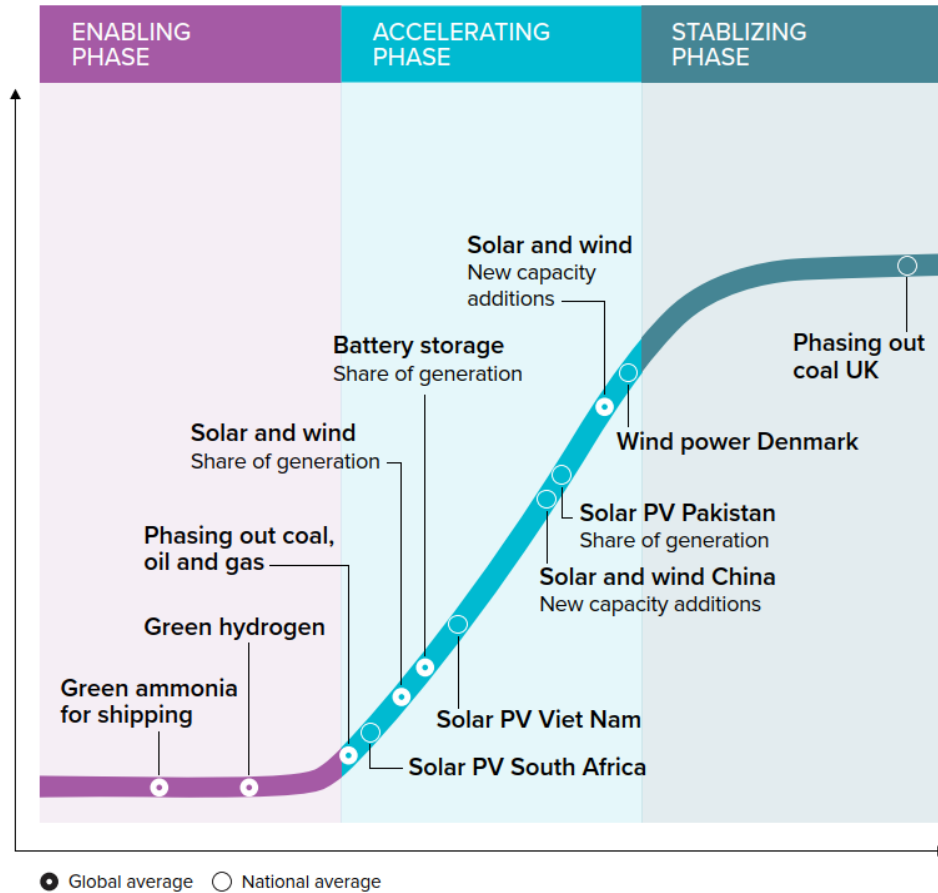
TRANSFORMING THE ENERGY SYSTEM

The Pathway: The Energy Transition Has Reached A positive Tipping Point

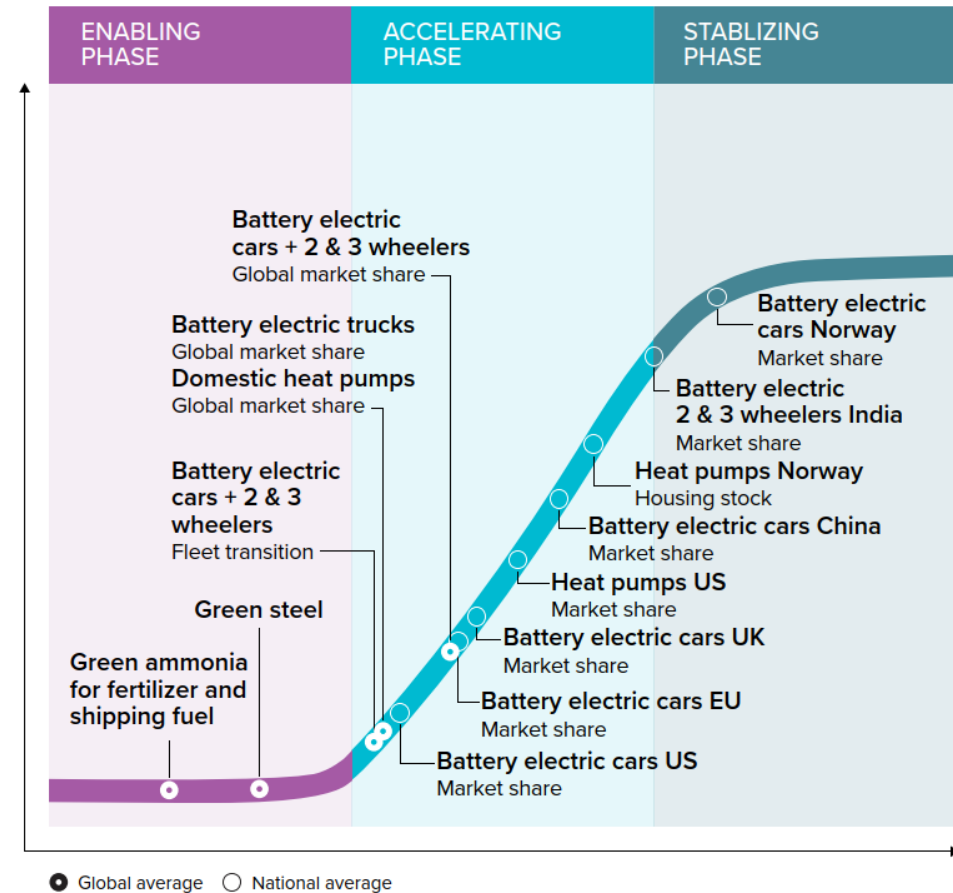
The energy transition is no longer dependent on environmental ambition alone. It is increasingly being reinforced by economics, technology and market demand.



THE ENERGY TRANSITION HAS REACHED A POSITIVE TIPPING POINT



a. Renewable energy supply transition examples along the S-curve



b. Renewable energy demand transition examples along the S-curve.

TRANSFORMING THE ENERGY SYSTEM

Agency: Business Has The Power To Accelerate Transformation

The pathway is clear, and business has the agency to set the pace. Businesses across sectors can accelerate the transition by strengthening the technologies, investments and market signals driving it forward.

Supply-side Levers:

- **Scale renewables:** Invest in renewable energy
- **Strengthen supply chains:** Expand clean technology capacity
- **Unlock investment:** Fund energy, storage and grids
- **Build skills:** Grow the clean energy workforce

Demand-side Levers:

- **Electrify operations:** Transition fleets, buildings and industrial processes
- **Create demand:** Procure low-carbon technologies and solutions
- **Enable infrastructure:** Support charging and electrification networks
- **Reduce material impacts:** Reuse and recycle critical minerals

TRANSFORMING THE ENERGY SYSTEM

Resilience: Short-term Uncertainty Does Not Change Long-term Direction

Resilience means continuing to adapt and build capabilities despite volatility. Here's how you can prepare for change, and not just respond to it:



1 Expect
Resistance



2 Focus on
underlying
momentum



3 Identify
emerging
opportunities



4 Build
capabilities
early

TRANSFORMING FOOD AND AGRICULTURE SYSTEMS

The Goal: Building a food system that benefits both people and nature

A transformed food system can improve food security and human health while reducing pressures on climate and nature.



1 Reduce pressure on nature and climate

The current food system is the largest driver of biodiversity loss



2 Improve human health

Today 673 million people are undernourished while more than 1 billion are obese – we need more sustainable diets



3 Unlock economic value

Transforming food systems could generate US\$5-10 trillion in annual net economic benefits.

TRANSFORMING FOOD AND AGRICULTURE SYSTEMS

The Pathways: Three approaches to a more resilient food and agriculture systems

The food and agriculture systems have not yet reached their tipping point. Three interconnected pathways could create the conditions for accelerated change. The challenge is not identifying solutions but scaling them fast enough to create self-reinforcing change.



1 Nature-Positive Production

Improving outcomes on existing agricultural land through nature-positive production practices across food, feed, fibre and other agricultural commodities.



2 Healthy & Sustainable Diets

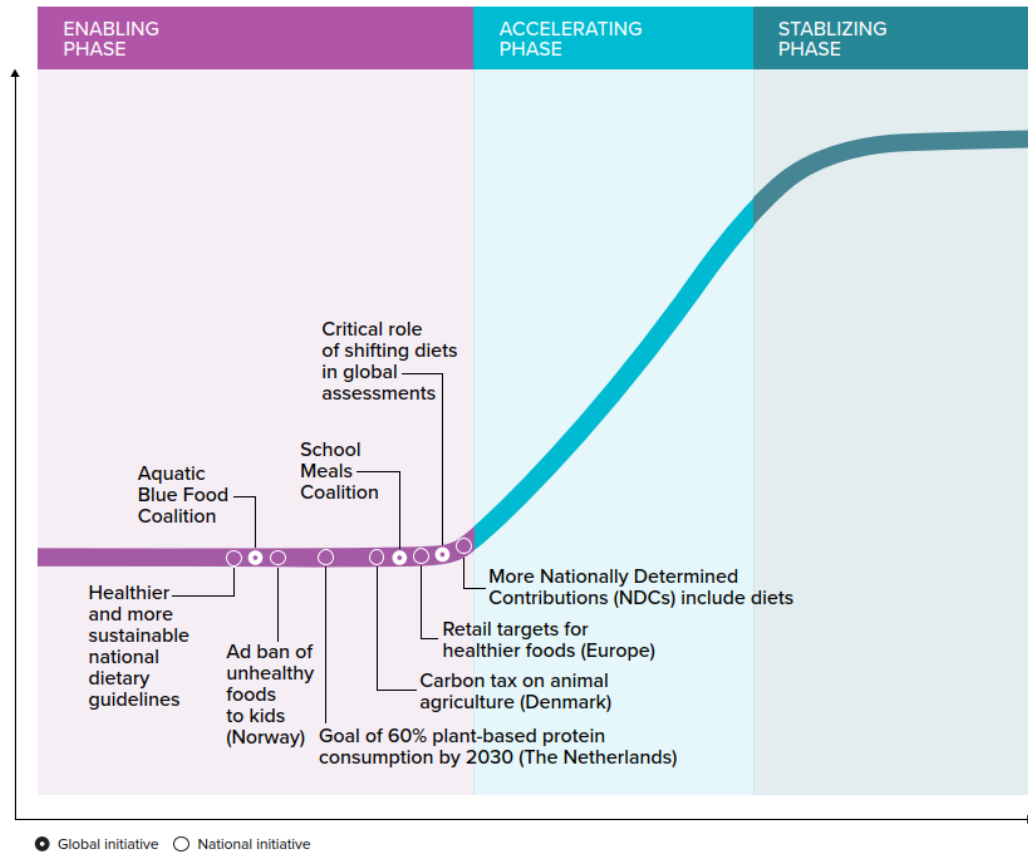
Aligning diets with both health and planetary goals can benefit people and nature. Currently, less than 1% of the global population consumes diets that meet both nutritional and planetary boundaries.



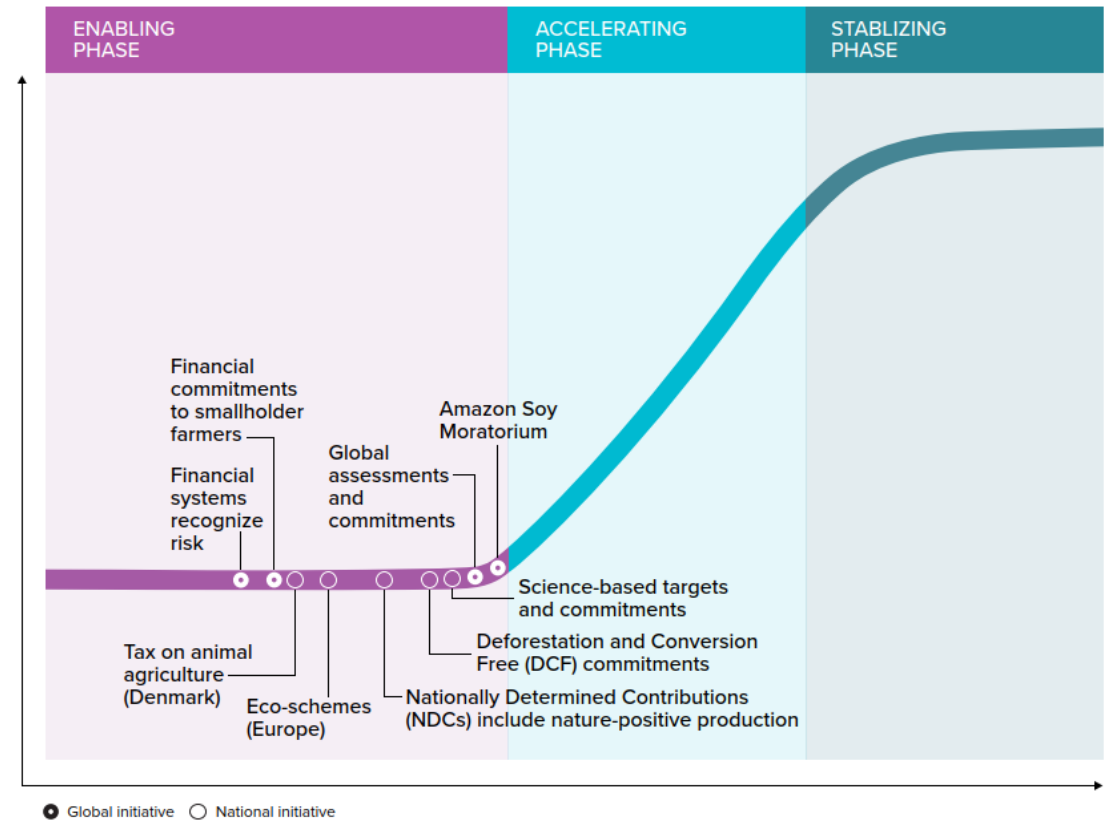
3 Food Loss & Waste

Cutting food loss and waste is a key opportunity to improve resource efficiency across the food system. Currently, 13% of food is lost before retail and another 19% is wasted by households.

THE FOOD SYSTEMS HAS NOT YET REACHED ITS TIPPING POINT



a. Food supply transition examples along the S-curve

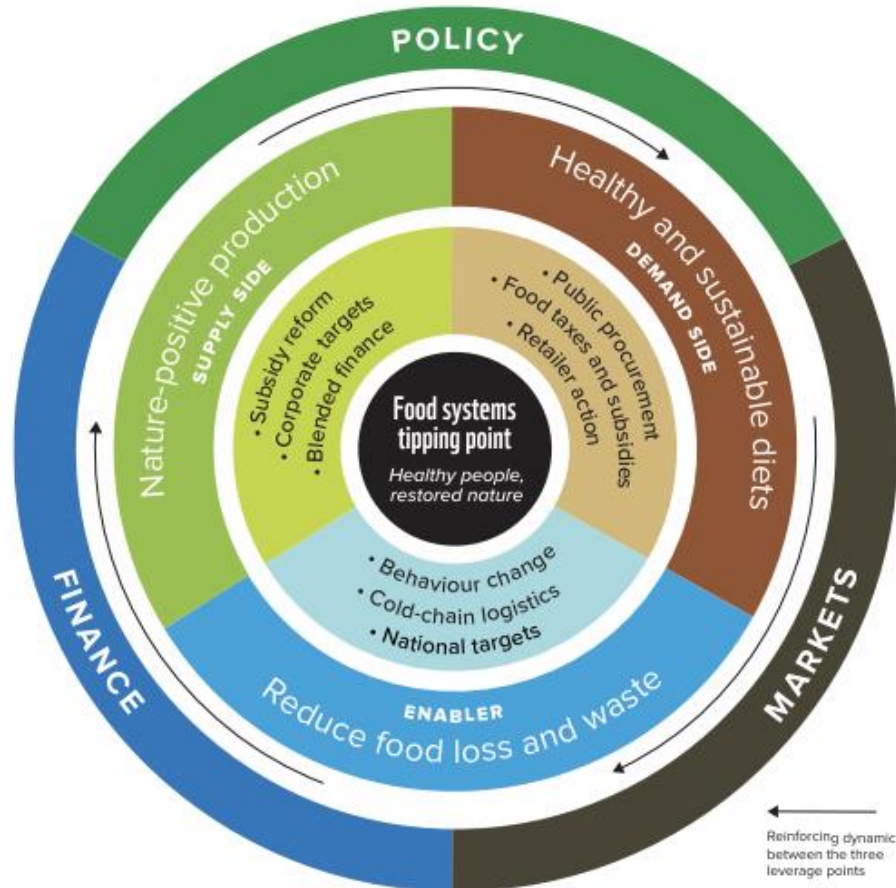


a. Food demand transition examples along the S-curve

TRANSFORMING FOOD AND AGRICULTURE SYSTEMS

The Pathway: Creating the conditions for a food system tipping point

The three pathways to food system transformation reinforce one another, creating the potential for self-sustaining change. Reaching a tipping point depends on more than action from producers and consumers alone. Policy, finance and markets play a critical role in creating the conditions for sustainable solutions to scale.



TRANSFORMING FOOD AND AGRICULTURE SYSTEMS

Agency: Creating the conditions for a food system tipping point

Businesses influence food systems not only through what they produce, but through how they purchase, invest, employ and collaborate. These choices can help accelerate the shift towards nature-positive production, healthier diets and reduced food loss and waste.



1 Transform production
Produce more from existing land while restoring nature.



2 Shape demand
Make healthy and sustainable choices the easy choice.



3 Reduce food loss and waste
Create more value from food already produced.



4 Enable system-wide change
Advocate for policies and incentives that reward sustainable outcomes.

TRANSFORMING FOOD AND AGRICULTURE SYSTEMS

Resilience: Building momentum before acceleration

Food systems have not yet reached a positive tipping point. While progress may appear slow, this is typical of the enabling phase, where solutions are tested, coalitions are built and conditions for acceleration are created..



1 Test and refine solutions



2 Build coalitions for change



3 Strengthen enabling conditions



4 Prepare for acceleration

TRANSFORMING THE FINANCE SYSTEM

The Goal: Aligning financial systems with a nature-positive and resilient future

A transformed financial system recognizes nature as fundamental to long-term prosperity and directs financial flows towards activities that support resilient economies, healthy ecosystems and sustainable development..



1 Value nature as an economic asset



2 Account for nature-related risks and opportunities



3 Enable transformation across the economy



4 Support resilient economies

TRANSFORMING THE FINANCE SYSTEM

The Pathway: Foundations for a financial tipping point are emerging

The financial system has not yet reached a positive tipping point. However, the foundations for transformation are emerging. As nature-related risks and opportunities become increasingly visible, finance has the potential to accelerate change across the economy by directing capital towards activities that support a nature-positive and resilient future.



1 Recognise nature's role in economic resilience

Assess, report and act on their nature-related dependencies, impacts, risks and opportunities



2 Make nature financially relevant

Price and integrate nature-related risks and opportunities into financial decision-making



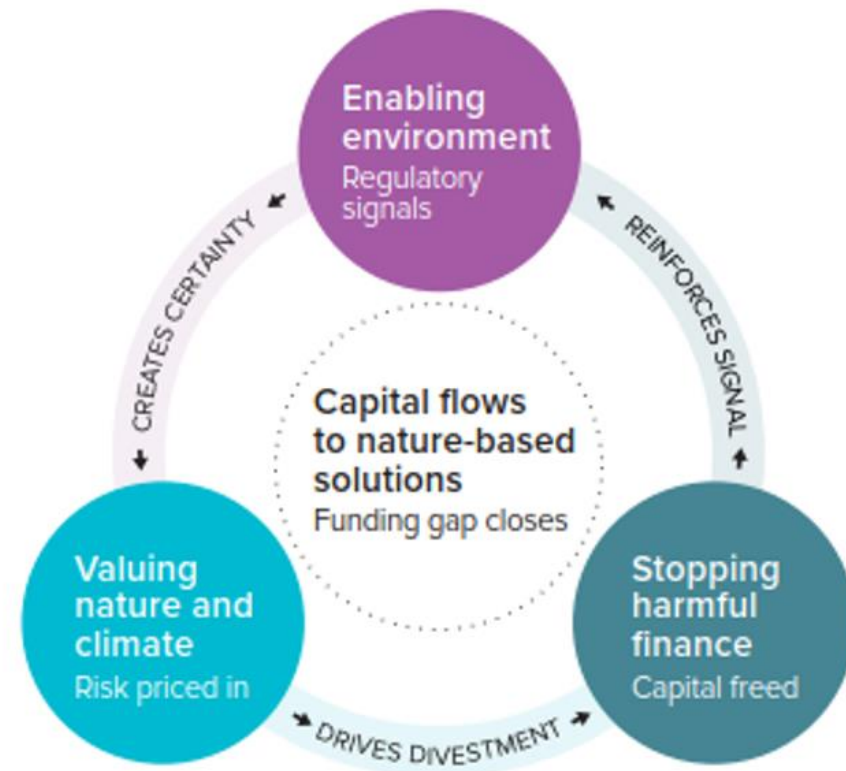
3 Redirect capital flows

Today, US\$7.3 trillion flows to nature-negative activities each year, highlighting the opportunity to redirect capital towards nature-positive solutions.

TRANSFORMING THE FINANCE SYSTEM

The Pathway: Creating a positive tipping point in finance

This graphic illustrates how a financial tipping point could unfold. As regulatory signals create certainty, nature and climate risks become increasingly reflected in financial decisions. This, in turn, helps shift capital away from activities that drive nature loss and towards nature-based solutions. Together, these reinforcing dynamics can accelerate the transition and help close the biodiversity finance gap.



TRANSFORMING THE FINANCE SYSTEM

Agency: Businesses and financial institutions can help accelerate a financial tipping point

The Living Planet Report identifies three leverage points that can help shift financial systems towards nature-positive outcomes. Businesses have an important role to play by influencing the policies, market signals and capital flows that shape financial decision-making..



1 Create an enabling environment

Support policies, transition pathways and collaborations that provide the certainty needed for long-term investment.



2 Value nature and climate

Make climate- and nature-related risks, dependencies and opportunities visible in decision-making, reporting and strategy.



3 Increase positive incentives

Shift incentives and financial flows away from activities that drive nature loss towards nature-positive activities and close the trillion dollar-a-year biodiversity finance gap.

TRANSFORMING THE FINANCE SYSTEM

Resilience: When Nature Becomes Harder to Ignore

The Living Planet Report identifies three leverage points that can help shift financial systems towards nature-positive outcomes. Businesses and financial institutions have an important role to play by influencing the policies, market signals and capital flows that shape financial decision-making.



1 Visibility of nature continues to improve

Nature-related risks, dependencies, impacts and opportunities are becoming increasingly measurable and transparent.



2 Nature underpins all prosperity

Political priorities may change, but businesses and economies remain dependent on healthy natural systems.



3 Financial materiality continues to grow

Improved disclosure, data and risk assessment are helping integrate nature into investment and financing decisions.



4 Natural capital becomes an economic pillar

As nature becomes more visible and financially material, market signals and capital allocation increasingly reinforce the case for action.

WHAT COMES NEXT?

The Living Planet Report paints a clear picture of the challenges facing nature, people and economies. But it also shows that decline is not inevitable.

Food and agriculture, energy and finance are foundational systems that shape outcomes across the wider economy. The report highlights pathways for transforming these systems, showing how progress in these areas can drive broader change. Conservation successes demonstrate that recovery is possible, while positive tipping points show how change can gain momentum.

For business, this is not only an environmental challenge but a strategic one. Nature loss, climate impacts and social instability are increasingly shaping markets, supply chains and resilience. Businesses that understand these risks and contribute to collective solutions can help accelerate the transition while strengthening their long-term resilience.

A WHOLE-OF-SOCIETY APPROACH TO TRANSFORMATION

Collaboration is a force multiplier. Complex challenges cannot be solved by any organization alone. Lasting transformation happens when businesses work alongside governments, investors, communities, civil society and consumers to align action, scale solutions and create shared value.

A whole-of-society approach...

- scales impact beyond individual organizations
- unlocks expertise, innovation and resources
- creates momentum across entire systems
- builds more durable and inclusive solutions
- delivers outcomes no actor could achieve alone





03 WWF & Ressources

OUR ASKS

Helping to transform business - including the food energy and finance sectors - and supporting conservation and nature based solutions

SUSTAINABLE BUSINESS LEADERSHIP



- 1 Assess impacts and dependencies on nature and climate across the value chain
- 2 Set science-based targets for climate and nature, and implement robust reduction plans
- 3 Develop DCF and sustainable agri-forest supply chains
- 4 Engage in stewardship in WWF's priority landscapes, seascapes and basins
- 5 Reduce and eliminate plastic use and waste across value chains

CONSUMER & EMPLOYEE ENGAGEMENT



- 6 Encourage sustainable consumption and lifestyle choices
- 7 Promote the protection of natural habitats and biodiversity

SHARED POLICY & ADVOCACY



- 8 Advocate for ambitious sectoral and national sustainability policies and standards
- 9 Implement sustainable financing principles

FINANCE NATURE & CLIMATE



- 10 Invest in nature protection and restoration

WWF IS THE LEADING NGO IN ADVANCING SUSTAINABILITY

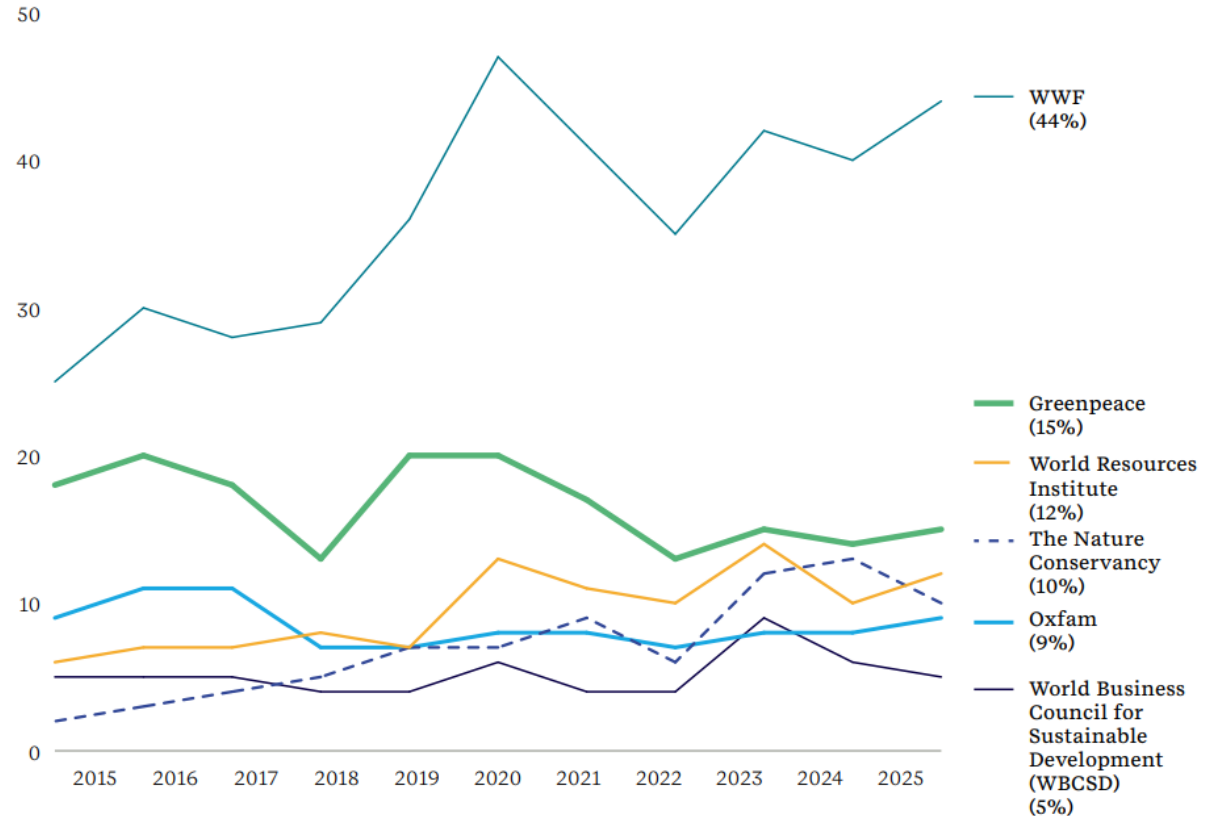
WWF Has Remained Top of Mind among Experts over the Past Decade

WWF has been the most recognized NGO among our panel of sustainability experts over the past decade, while Greenpeace has consistently remained the runner-up.

QUESTION

Which specific NGOs do you think are leaders in advancing sustainable development?

PLEASE ENTER A MAXIMUM OF THREE NGOS IN THE SPACES PROVIDED.



% of Experts, Unprompted, 2015–2025

WHY IS WWF A PARTNER OF CHOICE?



CREDIBLE: With over 60 years of experience, we are a credible and trusted international NGO leader with deep expertise in sustainability and environmental stewardship. We already work with some of the world's largest companies on their sustainability commitments.



STRONG AND TRUSTED BRAND: With over 35 million followers, 6 million supporters and a global network active in over 100 countries, WWF is one of the most recognized and trusted environmental NGO's in the world.



GLOBAL AND LOCAL REACH: We are connected locally and globally to decision-makers, communities, and nature in the value chains and landscapes that matter, making us uniquely placed to engage with companies and catalyze systemic and lasting change.



CONNECTOR AND POWERFUL CONVENOR: We collaborate with everyone who can make an impact, from local communities through to governments, cities, businesses, and industries. We're a powerful convener and influencer, reaching diverse public audiences and access the highest levels of decision-making.



SCIENCE-BASED AND PRACTICAL TOOLS & RESOURCES: WWF has a number of local and global tools and resources geared towards supporting business in their journey to transforming their operations and influencing their supply chains.