

UK nature-based solutions



An emerging market attracting significant private capital

EBN
NATURE IS THE ANSWER

UK nature-based solutions are moving from environmental policy to an investable market



Executive Summary:

Increasing, market-driven, government policy is creating demand, new nature markets are creating revenue streams, and institutional investors are beginning to commit capital.





This market is creating interest from the professional and financial services industries and is a fast-developing space for entrepreneurs and start-up/scale-up businesses.

Growth in areas like Agtech, Nature tech, AI, Leisure, Education, Waste Management, Leisure, Property and Food Production.

Nature is becoming monetisable.





EBN research shows that 80% of UK businesses are not interested in buying either BNG credits (mainly for the developer market) or carbon offsets.

They are interested in supporting nature and biodiversity restoration in the UK.

To facilitate this the EBN has created a new Nature Sponsorship channel and is supporting this with our Nature Guardians scheme, a sustainability-led marketing initiative.

Our mission is to drive significant amounts of private finance into the sector whilst creating measurable ROI for our customers.





The challenge; the state of nature in the UK

The UK is now one of the most nature-depleted countries on Earth.

Friends of the Earth estimate that the UK ranks in the bottom 10% globally for lost and degraded biodiversity amongst 240 countries and territories evaluated.





“ Fixing our relationship with nature is one of the most urgent challenges of our age. Climate change may grab more headlines, but the depletion of the natural world is an equally severe emergency and one very much fuels the other.

Nature has historically been regarded as largely expendable in the pursuit of economic advances, but there is a growing understanding that we can no longer afford to treat it in such a careless way.

Our economy and our society depend on complex ecosystems from mountain-tops to seabeds for food, clean water and air, our ability to cope with climate change impacts, and places that foster health and wellbeing. ”

Tony Juniper CBE, Chair of Natural England





What does he mean by this and should an “average” business that doesn’t seem to rely on nature as a resource, be worried?

Yes, it affects us all.

Nature is at risk. This puts the benefits it provides at risk. Declines in nature make the impacts of climate change worse, including winter flooding and soaring summer urban temperatures.

Developing a society that can cope with the stresses and shocks of changing climate is vital for prosperity, our economy and wellbeing.





The Solutions; growing numbers of landowners and farmers

Right across the UK an army of farmers and landowners are working hard to restore nature and biodiversity, whilst also delivering food produce solutions.



There is cause for optimism

- Ecosystems are vital in slowing water flows, increasing infiltration, and providing space for flood waters
- Low-density broadleaved woodland, heath and semi-natural grassland can tip the balance in favour of water infiltration and replenishment of freshwater aquifers.
- Dunes and saltmarsh provide natural flood defences and reduce wave energy.
- Urban green spaces decrease surface water run-off and reduce urban temperatures, as vegetation absorbs and retains less heat than built surfaces.
- Species diversity, including in the soil, is vital for supporting the natural control of agricultural and forestry pests and diseases.
- Thriving plants and wildlife underpin all the benefits.





Investment and growth

Evidence suggests the UK Nature-based Solutions sector is transitioning from grant-funded environmental activity towards a commercial nature economy with a growing pipeline of investable projects.

- Bloomberg; in 2024 £2.8bn was invested in UK nature restoration
- £2.2bn in revenues generated for those making it happen
- 21,000 new jobs created
- Aviva and other investors pouring money into the top of the funnel.
- Financial and professional services interest



Carbon and BNG offsets

BNG (biodiversity net gain) became mandatory in England in February 2024, requiring most relevant developments to deliver at least 10% biodiversity net gain. Developers can buy off-site biodiversity units where they cannot deliver everything on-site.

Carbon credit purchase is a voluntary market.

If you need advice and guidance on researching, scoping and purchasing BNG or carbon credits EBN partner Nature Broking is on hand to help.



Nature Broking

Helping you change the world



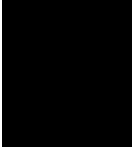
Build your business through nature and biodiversity

EBN research shows that most UK businesses want to partake in nature restoration and to engage with nature but don't know how.

With the EBN you can do this by funding independent farmers and landowners who are restoring nature.

But this also offers a marketing led sustainability programme.





Nature sponsorship; benefits and activation

- Money goes to support credible UK project delivery
- Sustainability credentials strengthened immediately
- Create inspirational storytelling and PR content
- Build resilience around your brand
- Deepen your client relationships through experiential days, joint events and farm tours with superb hospitality
- Build an authentic staff engagement and wellbeing programme through meaningful volunteering
- Contribute to social value through community market gardens, tiny forests, forest schools and local employment





Nature Guardians

One of the core values of the EBN is that we include every business that is interested in the commercial power of sustainability.

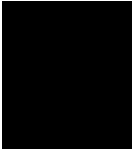
Our Nature Guardians scheme allows us to do the same with nature and biodiversity. What is it?

- Low cost/high impact sustainability led marketing programme
- A brilliant business and client networking platform
- A first step for many and the ideal way to learn about this new, fast-growing market that is in part driven by adaptation to a new climate

Our aim is to open up the nature markets to the mass UK business market and drive private finance into this sector.

Please join us!





Will your money have an impact?

We estimate there are between 40,000–60,000 commercially viable landowners – who we can work with.

Choose a Nature Sponsorship programme and we will find the ideal partner for you.

With Nature Guardians we are starting small, working with projects in Kent and Sussex but we are delighted to announce a partnership with the London Wildlife Trust covering the capital!





Your funding will enable independent farmers and landowners to create;

- Remove carbon
- Create new Nutrient credits
- Improve Water quality
- Reduce Flood-risk
- Woodland/peatland restoration
- Soil improvements
- Increase vital Pollination and remove crop pests
- Generate Recreational/public-access benefits

The same underlying land can therefore generate multiple environmental revenue streams and solve many nature and biodiversity problems.





There is a growing pipeline of businesses supplying the market

The UK Nature Impact Fund explicitly identifies investment opportunities across the emerging nature-restoration supply chain, including:

- Nature restoration contractors
- Project developers
- Brokers and aggregators
- Monitoring, reporting and verification businesses
- Tree nurseries
- Nature-tech companies
- Hardware/software providers
- Leisure providers
- Waste management companies
- Property developers
- Construction



What Next?

Talk to us about full nature sponsorship opportunities starting at £10,000

Become an EBN Nature Guardian for either £3k or £5k depending on turnover and employee numbers

Contact Roger McKerlie

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