

Integrating nature into business: Insights from the policy landscape

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2nd Mission Lakes Webinar

Entrepreneurial Interest in Lake Protection and Restoration

18 November 2025



Plan

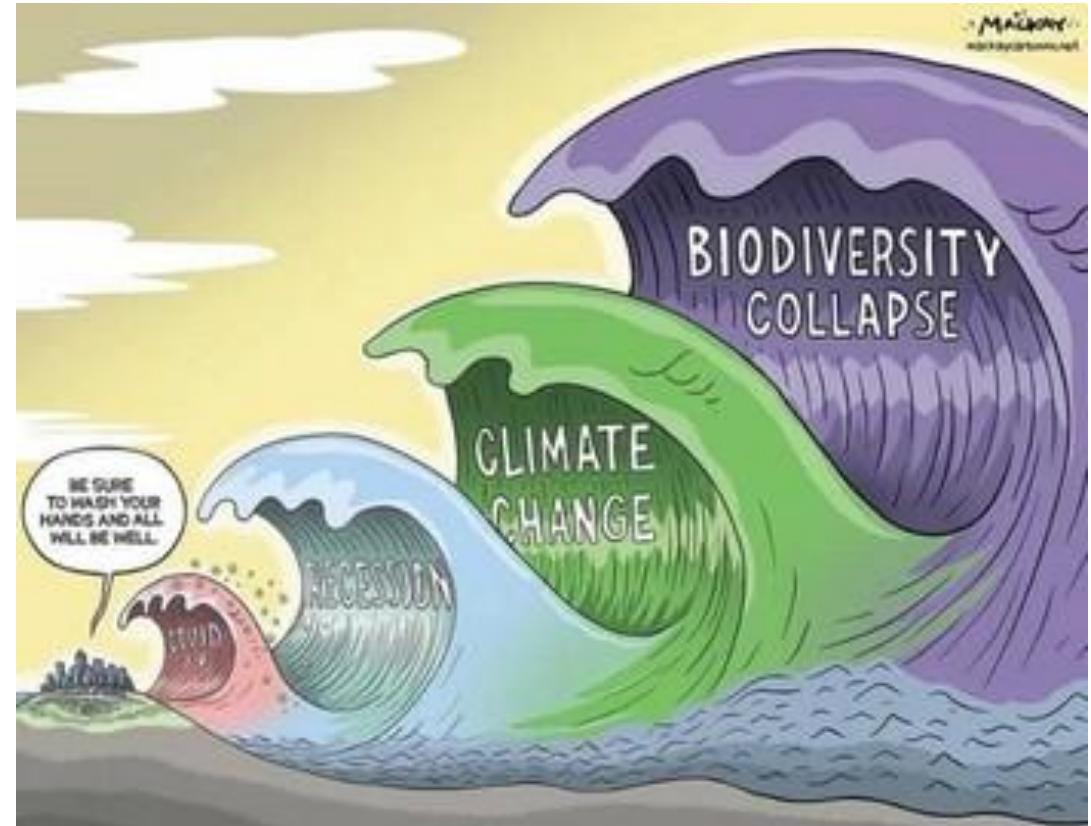


1. Linking lake ecosystem insights to business value
2. The evolving policy landscape: what businesses need to know
3. Key drivers of Nature-Based businesses' competitiveness
 - 3.1. Funding and financing
 - 3.2. Standards and certifications
 - 3.3. Alliances for networking and support

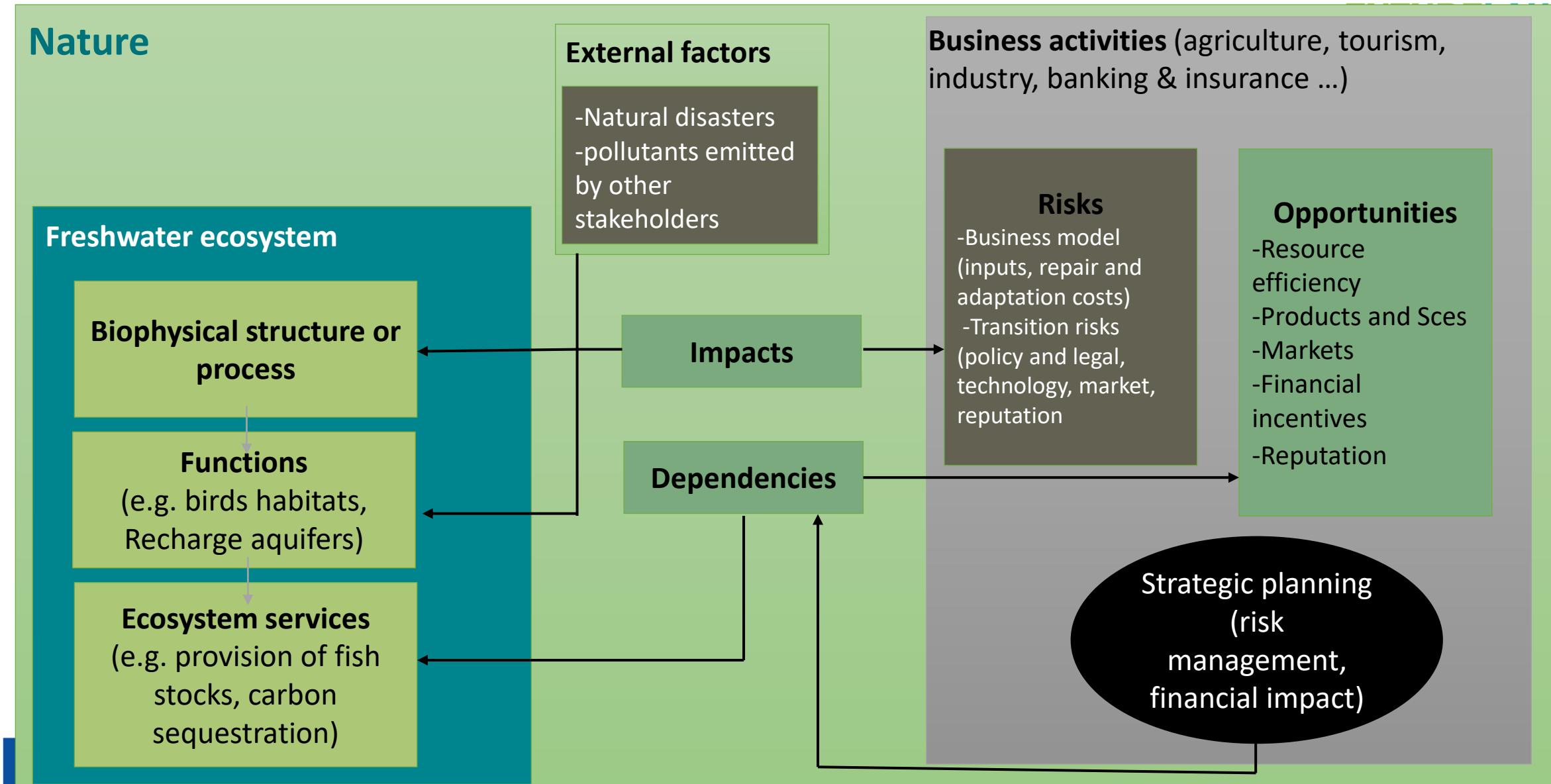
1. Linking lake ecosystem insights to business value



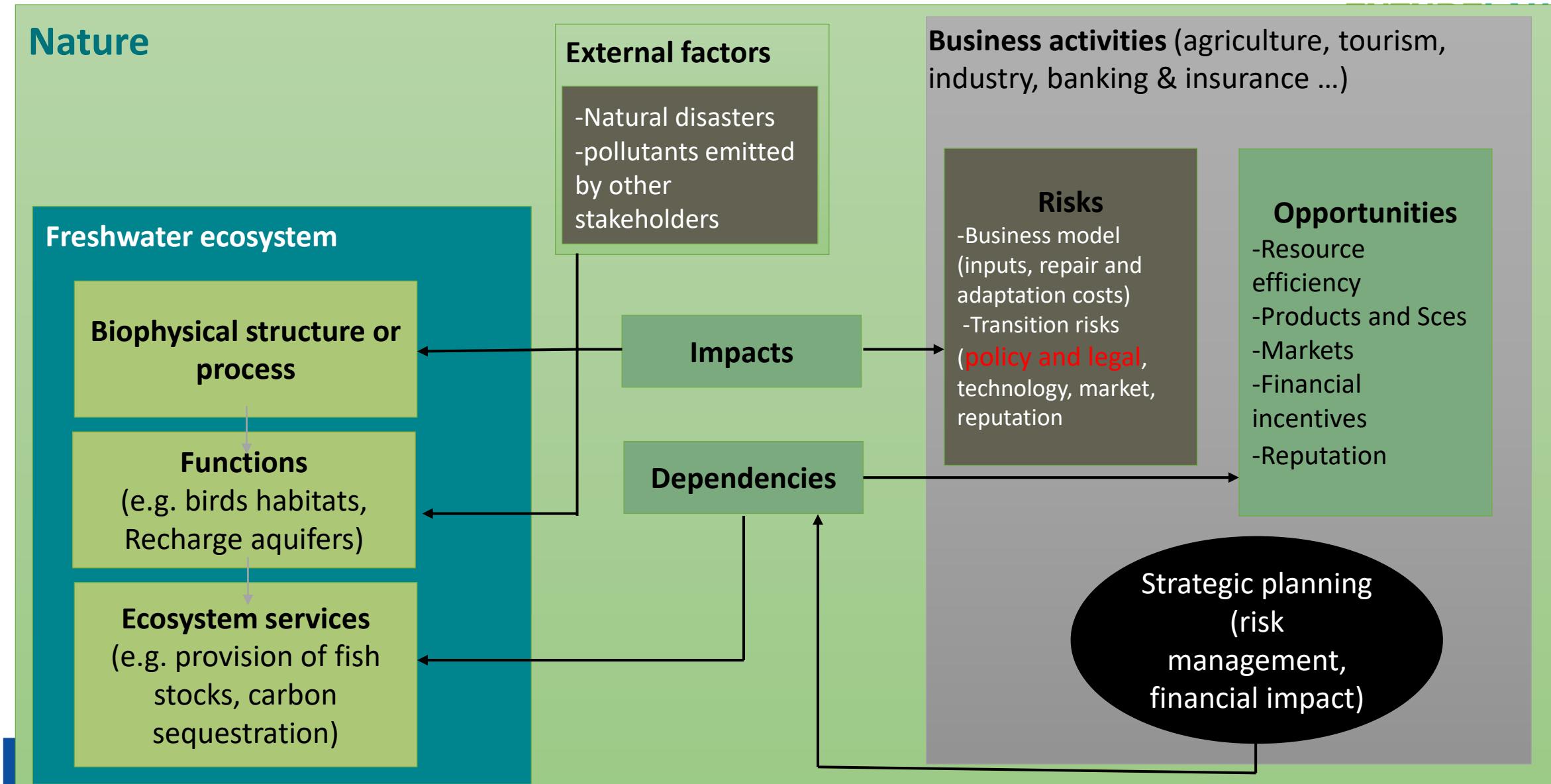
- 50% of the global economy is under threat from biodiversity loss (World Economic Forum, 2025)
- Biodiversity loss and ecosystem collapse ranked as the 2nd most important risk threatening economic stability and progress (WEF, 2025)
- 72% of euro area firms are critically dependent on ecosystem services (European Central Bank, 2025)



1. Linking lake ecosystem insights to business value



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2. The evolving policy landscape: what businesses need to know

- >200 policy and regulatory instruments were mapped



The complex EU & International policy landscape affecting lake protection and restoration

Water quality

Nature and biodiversity

Climate and circularity

Business sustainability

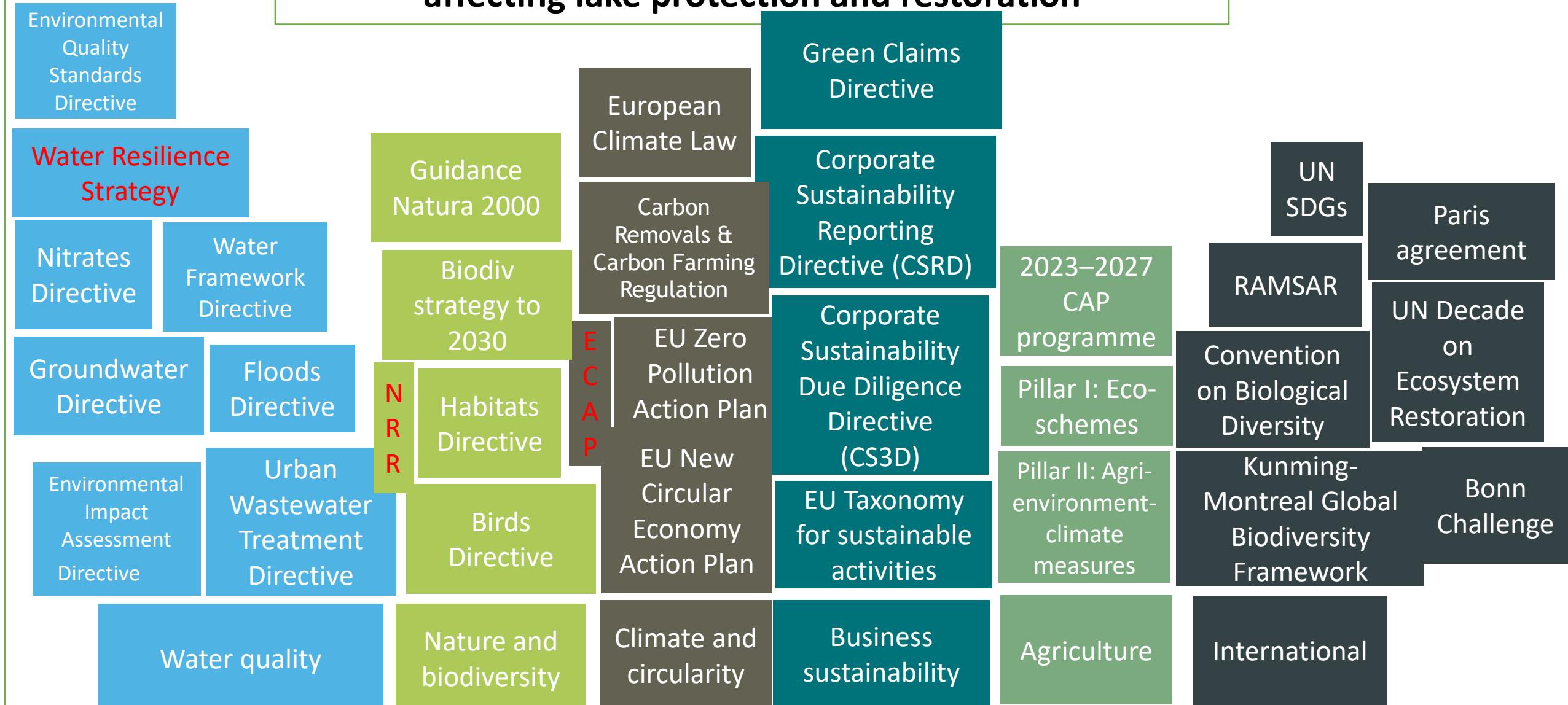
Agriculture

International

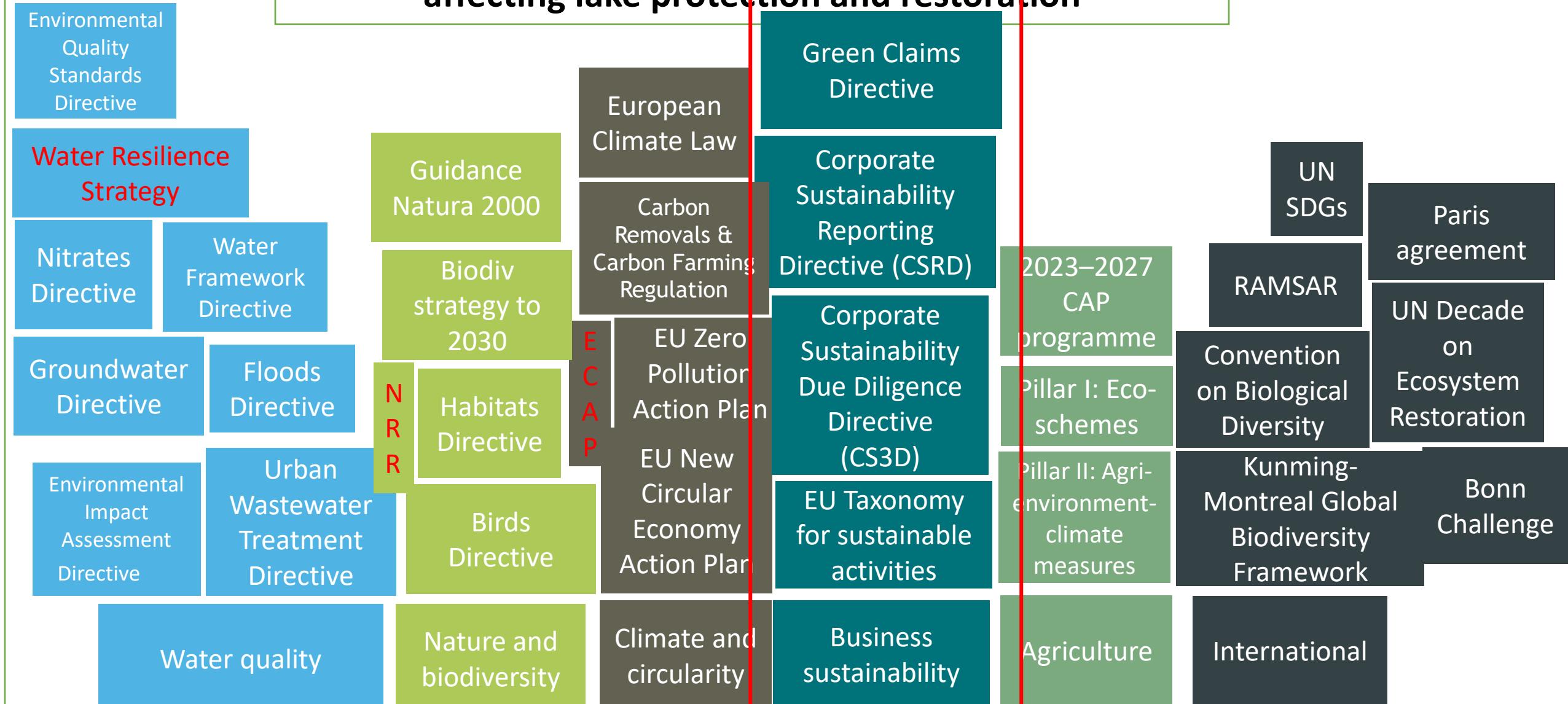


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The complex EU & International policy landscape affecting lake protection and restoration



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2. The evolving policy landscape: what businesses need to know

Green Claims Directive

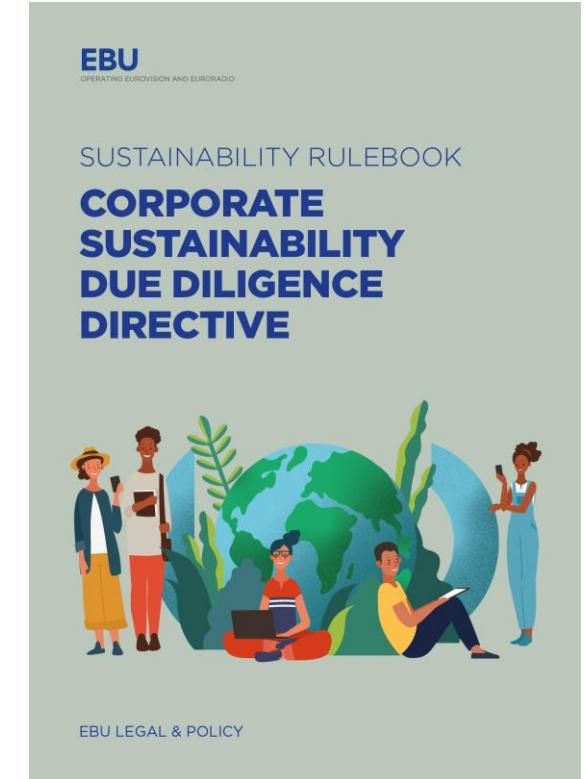
- Expected to be finalised in mid-2025, this directive aims to combat **greenwashing** by establishing clearer and more enforceable standards for environmental claims.
- Contributes to creating a circular and green EU economy by **enabling consumers to make informed purchasing decisions**
- Provides additional details on acceptable verification methods, with enforcement beginning in the second half of 2028.



2. The evolving policy landscape: what businesses need to know

Corporate Sustainability Due Diligence Directive (CS3D)

- Adopted in June 2024, this directive requires companies to proactively identify, prevent, mitigate, and repair adverse human rights and environmental impacts connected to their operations, subsidiaries, and value chains.
- Will be incorporated into domestic laws within two years by all EU member states



2. The evolving policy landscape: what businesses need to know

EU Taxonomy

- The EU Taxonomy is a legally binding list of criteria that determine whether an economic activity is considered environmentally sustainable.



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EU Taxonomy

- The EU Taxonomy is a legally binding list of criteria that determine whether an economic activity is considered environmentally sustainable.
- How the EU Taxonomy affects businesses?



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Impact	How
Reporting obligations	Companies must analyze all their economic activities and determine: which activities are covered by the taxonomy ("eligible"), and which meet the environmental criteria ("aligned").
Access to finance	Banks and investors increasingly use the Taxonomy to decide: <ul style="list-style-type: none">- the company category (Green, transition-friendly)- who gets lower interest rates (sustainability-linked loans)- what qualifies for green bonds and investments
Market and reputational effects	Taxonomy data is public <ul style="list-style-type: none">- Companies environmental leadership- greenwashing

2. The evolving policy landscape: what businesses need to know

Corporate Sustainability Reporting Directive-CSRD (Directive (EU) 2022/2464)

- The directive makes sustainability reporting mandatory for a large number of companies.
- **Challenges in Compliance** with EU Sustainability Regulations (particularly small and medium-sized enterprises)
- The European Commission's "Simplification Omnibus" package, proposed in February 2025 (**removing 80%** of its scope, **postponing by 2 years** the reporting requirements for the rest ...)



2. The evolving policy landscape: what businesses need to know



Nature Restoration Regulation (Regulation 2024/1991)

- Adopted in July 2024 and effective from August 2024, this regulation mandates EU member states to restore at least 30% of degraded habitats by 2030, 60% by 2040, and 90% by 2050.
- National restoration plans are due by 2026.
- Advocate public & private financing, including results-based support and innovative schemes like carbon removal certification to incentivize nature restoration (§80)



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- Incentivize nature restoration through public or private financing, including results-based support and innovative schemes like carbon removal certification (§80)
- Role of **Nature-Based Enterprises (NBEs)** in achieving a Nature-Positive Economy with NbS
 - **NBEs:** are private or third-sector organisations that place nature at the core of their business and contribute to addressing the twin climate change and biodiversity crises by delivering NbS (EC, 2022)



2. The evolving policy landscape: what businesses need to know



Role of SMEs

- The new EU regulations integrating biodiversity into practices will have an essential impact on SMEs as they form a crucial part of the value chain.
- 32.3 million enterprises in the EU:
 - 99% are micro and small enterprises employing up to 49 people.
 - 0.8% are medium-sized enterprises accounting for 15% of the employment



Research and Innovation

Policy Imperatives for
a Competitive and Resilient
Nature-Positive Economy



Policy imperatives for a competitive and
resilient nature-positive economy (EC, 2025)



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- SMEs play a significant role in the green transition by identifying new market opportunities and adapting to emerging reporting requirements.
- SMEs (NBEs) can act as suppliers of supporting products, information, and expertise, particularly in the implementation of Nature-based Solutions.



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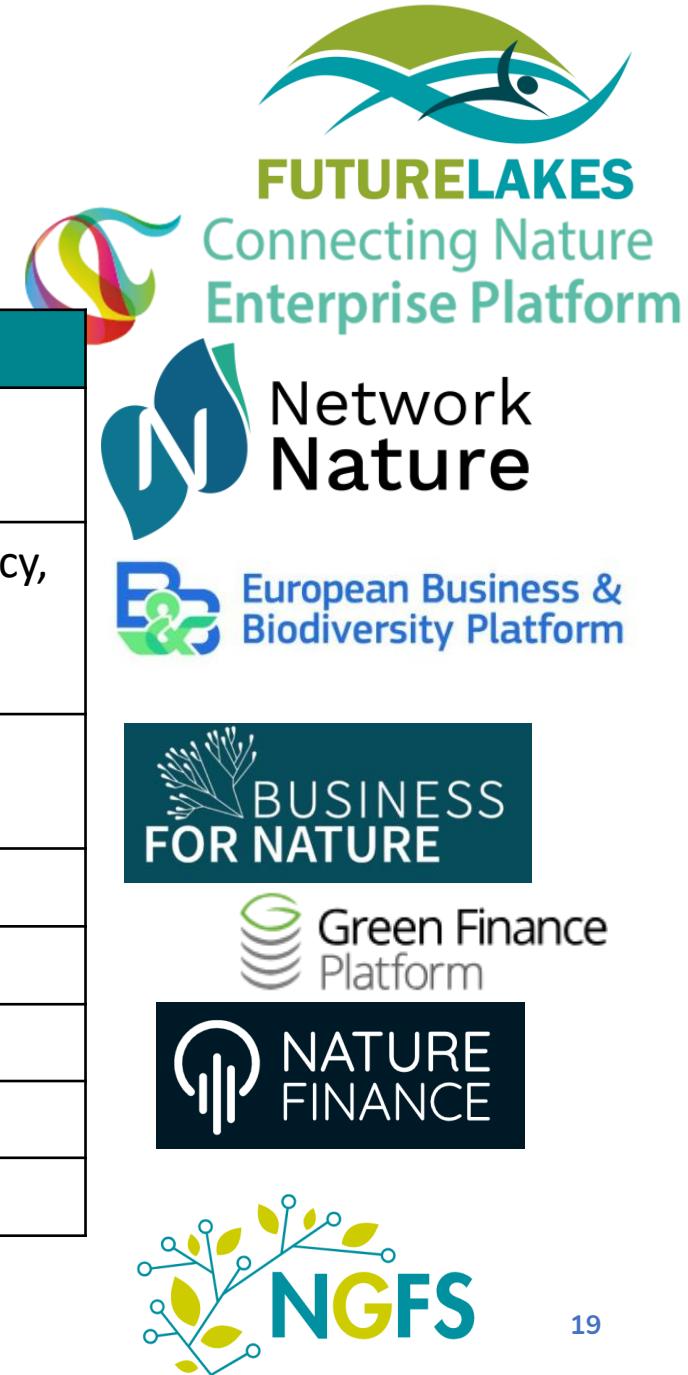
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- SMEs (NBEs) can act as suppliers of supporting products, information, and expertise, particularly in the implementation of Nature-based Solutions.
- Limited capacity to deal with financing and market challenges compared to larger and international companies. This leads to different needs and demands for networking, support, and guidance.
- Limited capacity to invest in capacity building or employ external expertise to address institutional awareness and EU reporting obligations and demands from other companies.

3. Key drivers of Nature-Based businesses' competitiveness

- Selection of alliances and initiatives open for Enterprises

Platform	Role
Connecting Nature Enterprise Platform	Online community for Nature-based Enterprises
NetworkNature+	Platform gathering stakeholders from policy, business, science, and practice to support NbS
The European Business and Biodiversity Platform	Knowledge Platform and Support
Business for Nature	Initiatives and approaches for business
Align	Initiatives and approaches for business
Green Finance Platform	Initiatives for the financial sector
Nature Finance	Initiatives for the financial sector
Network for Greening the Financial Sector	Initiatives for the financial sector



3. Key drivers of Nature-Based businesses' competitiveness



• Selection of voluntary standards and certifications emerging specifically for SMEs

- European Sustainability Reporting Standards (ESRS) developed by The European Financial Reporting Advisory Group (EFRAG)
- "Committed to Nature" label: an initiative of the French Ministry of Ecological Transition, led by the OFB
- Nature Positive Business Pledge (UK / Global)
- AFAQ Biodiversité (by AFNOR) (France / EU)

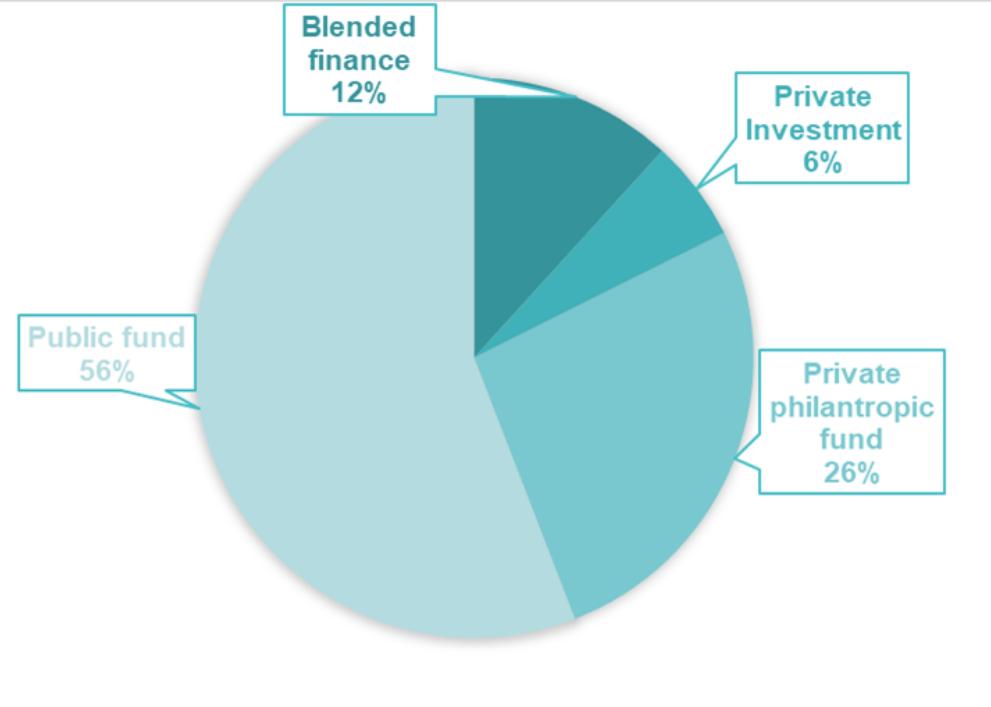


3. Key drivers of Nature-Based businesses' competitiveness: Green investment

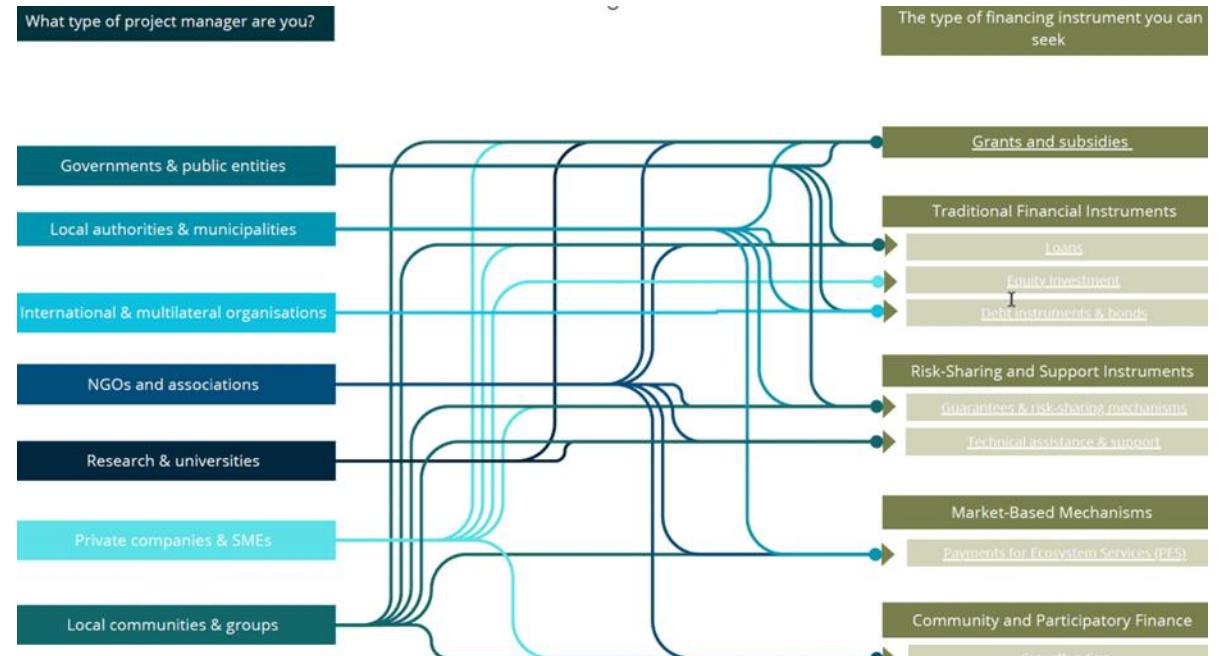


Financing Catalogue

79 reviewed mechanisms



Financing Tree



- Designed as a decision-support and dissemination tool
- Helps practitioners to identify the most relevant financial instruments according to their organizational profile
- Provides success stories to promote knowledge sharing and inspire further actions.



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3. Key drivers of Nature-Based Enterprises' competitiveness

- The Adaptation Mission and the European Innovation Council (EIC) have launched [50 M€ accelerator challenge 'Deep Tech for Climate Adaptation'](#)
- To support up to **10 companies** developing breakthrough innovations that enhance climate resilience in Europe across four key priorities identified as key risk for Europe by IPCC:
 - Combating extreme heat in urban environments
 - Climate smart agriculture
 - Combating water scarcity
 - Flood and coastal protection

WORK PROGRAMME 2026

European Innovation Council



For further reading



- Dinesen Lars. 2025. Mapping of the Business and Biodiversity landscape for European Research & Innovation. Biodiversa+ report. 86 p.
- EC. 2022. The Vital Role of NbS in a Nature-Positive Economy. European Commission, Directorate-General for Research and Innovation
- EC. Directorate-General for Research and Innovation. 2025. McQuaid, S., Zandersen, M., Brophy, M., Rizzi, D. et al., Policy imperatives for a competitive and resilient nature-positive economy, Publications Office of the European Union, 2025, <https://data.europa.eu/doi/10.2777/8109329>

A swan is captured in mid-flight, taking off from a large body of water. The swan is white with a distinctive black 'tire' around its neck and a bright orange beak. It is creating a large splash as it lifts off. The water is a deep blue with small ripples. In the background, there are rolling hills and mountains under a sky with scattered clouds.

Thank you for your attention!