

# 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**



PART OF THE

**EU MISSIONS**

**RESTORE OUR OCEAN & WATERS**

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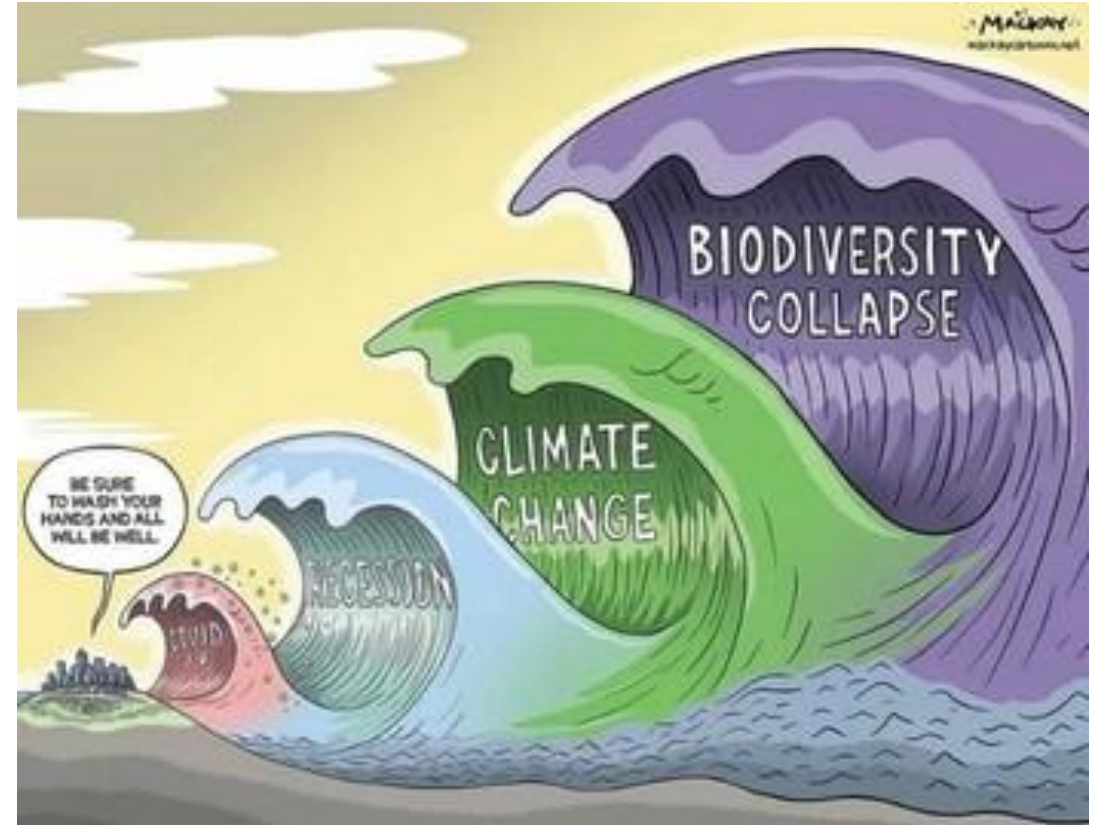
# Plan



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

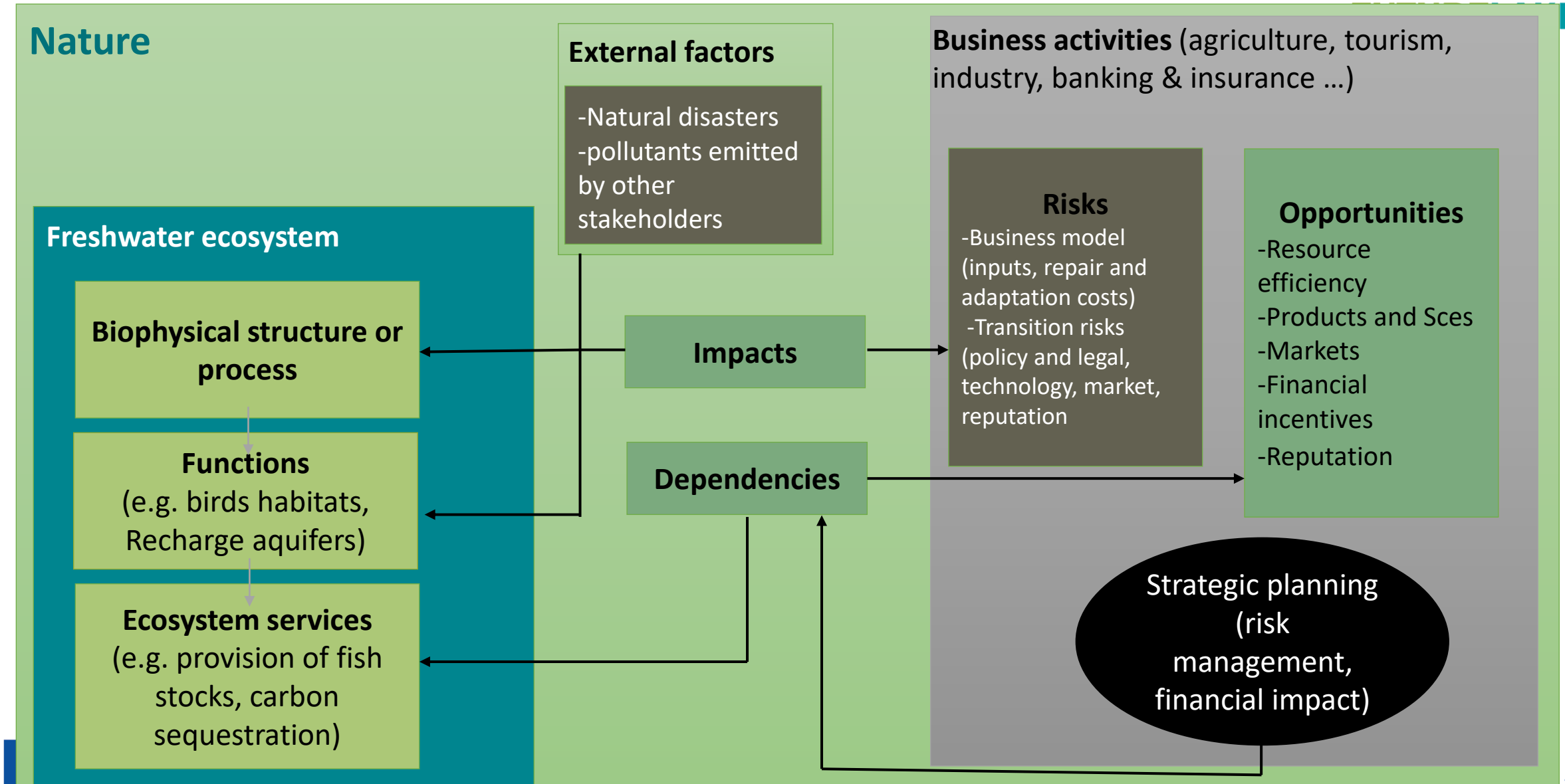
- 50% of the global economy is under threat from biodiversity loss (World Economic Forum, 2025)
- Biodiversity loss and ecosystem collapse ranked as the 2<sup>nd</sup> most important risk threatening economic stability and progress (WEF, 2025)
- 72% of euro area firms are critically dependent on ecosystem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



# 1. Linking lake ecosystem insights to business value



ES

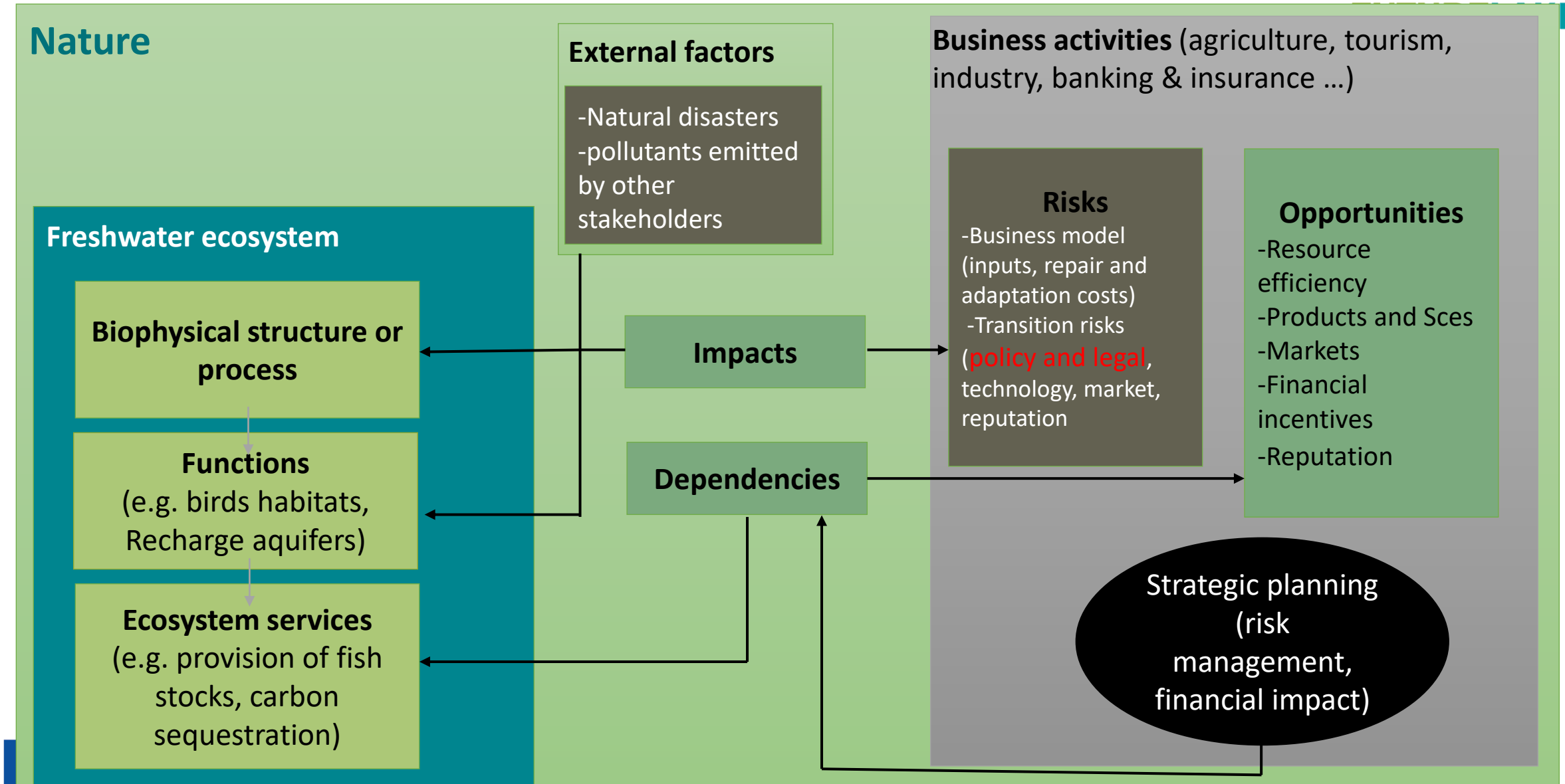


Adapted from Umlia (2023)

# 1. Linking lake ecosystem insights to business value



ES



## 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

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

Environmental  
Quality  
Standards  
Directive

**Water Resilience  
Strategy**

Nitrates  
Directive

Water  
Framework  
Directive

Groundwater  
Directive

Floods  
Directive

Environmental  
Impact  
Assessment  
Directive

Urban  
Wastewater  
Treatment  
Directive

Water quality

Guidance  
Natura 2000

Biodiv  
strategy to  
2030

**N  
R  
R**

Habitats  
Directive

Birds  
Directive

Nature and  
biodiversity

European  
Climate Law

Carbon  
Removals &  
Carbon Farming  
Regulation

**E  
C  
A  
P**

EU Zero  
Pollution  
Action Plan

EU New  
Circular  
Economy  
Action Plan

Climate and  
circularity

Green Claims  
Directive

Corporate  
Sustainability  
Reporting  
Directive (CSRD)

Corporate  
Sustainability  
Due Diligence  
Directive  
(CS3D)

EU Taxonomy  
for sustainable  
activities

Business  
sustainability

2023–2027  
CAP  
programme

Pillar I: Eco-  
schemes

Pillar II: Agri-  
environment-  
climate  
measures

Agriculture

UN  
SDGs

RAMSAR

Convention  
on Biological  
Diversity

Kunming-  
Montreal Global  
Biodiversity  
Framework

International

Paris  
agreement

UN Decade  
on  
Ecosystem  
Restoration

Bonn  
Challenge



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

### Green Claims Directive

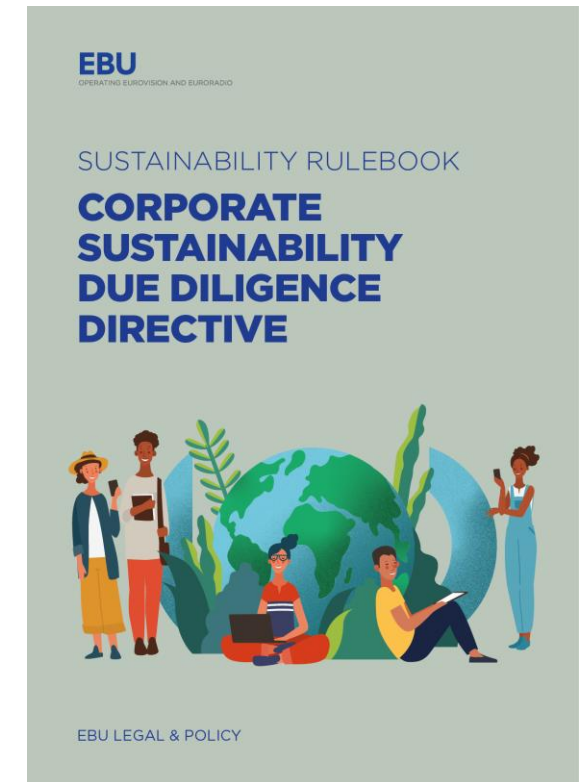
- Expected to be finalised in mid-2025, this directive aims to combat **greenwashing** by establishing clearer and more enforceable standards for environmental claims.
- Contributes to creating a circular and green EU economy by **enabling consumers to make informed purchasing decisions**
- Provides 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?



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

## 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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- National restoration plans are due by 2026.
- 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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- 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 Entreprises

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)



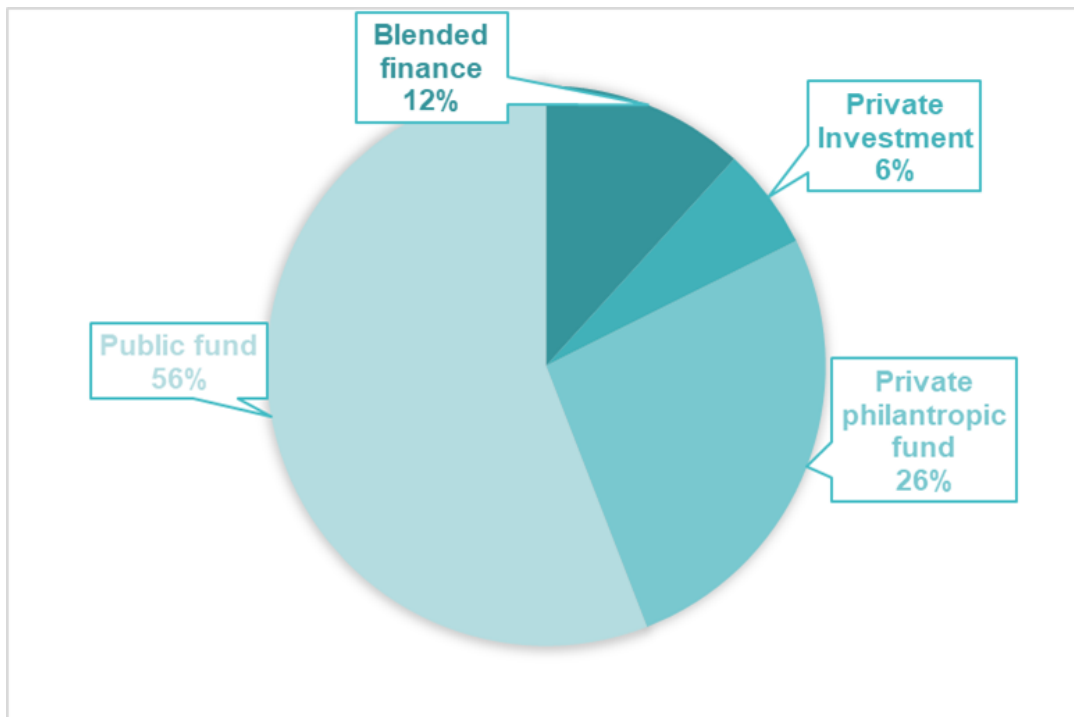
**UK Business  
& Biodiversity  
Forum**



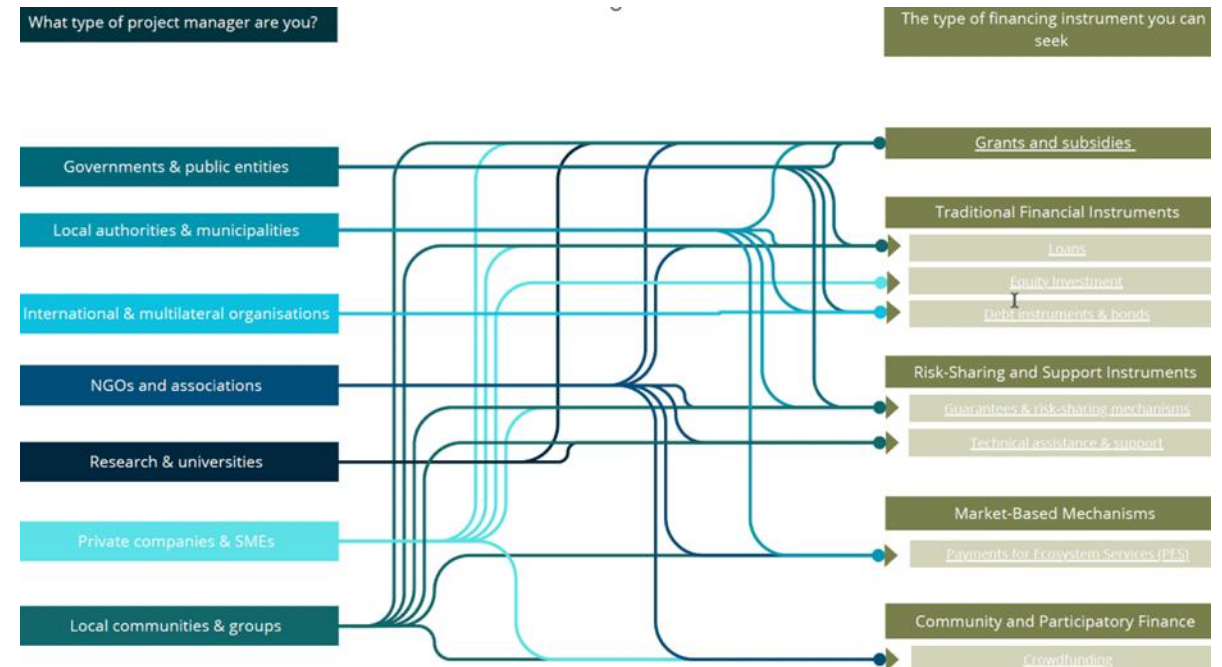
### 3. Key drivers of Nature-Based businesses' competitiveness: Green investment

#### 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.



### 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



**EIC Advanced  
Innovation Challenges  
Info Day**

Submit your  
questions here:

**17.11.2025**  
14h00 - 16h15

**ONLINE**

A square QR code located in the bottom right corner of the banner, used for submitting questions.

## 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>



**Thank you for your attention!**

