

Characteristics of Nature-based Enterprises



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Nature-Based Enterprises (NBEs) are emerging as a powerful segment of businesses in the transition toward a nature-positive economy. Driven by a mission to work with and for nature, NBEs actively address some of the most pressing challenges of our time such as climate change, biodiversity loss, and environmental degradation. While they are engaged in economic activity, they often pursue both social and environmental goals, setting them apart from conventional enterprises. The term 'Nature-Based Enterprise' serves as an umbrella sector for a variety of businesses that operate across multiple sectors but share a set of common values around nature conservation and ecosystem restoration.

This presentation is based on a survey of 122 NbEs from 34 countries (7 countries outside Europe) conducted as part of the Invest4Nature and NBS Eduworld projects between Jan - Apr 2024.

97%

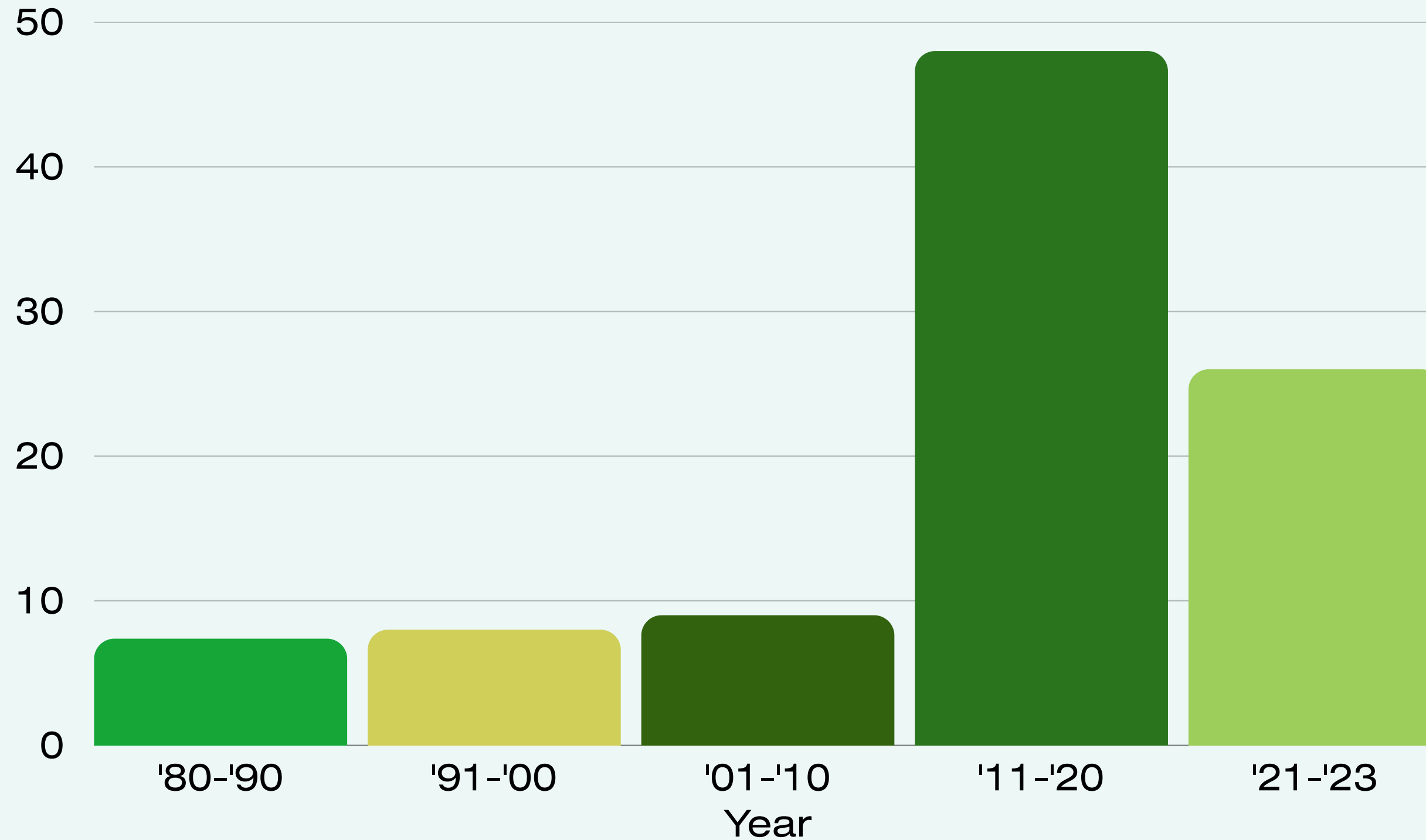
identify as an SME with the majority employing <10 employees

69%

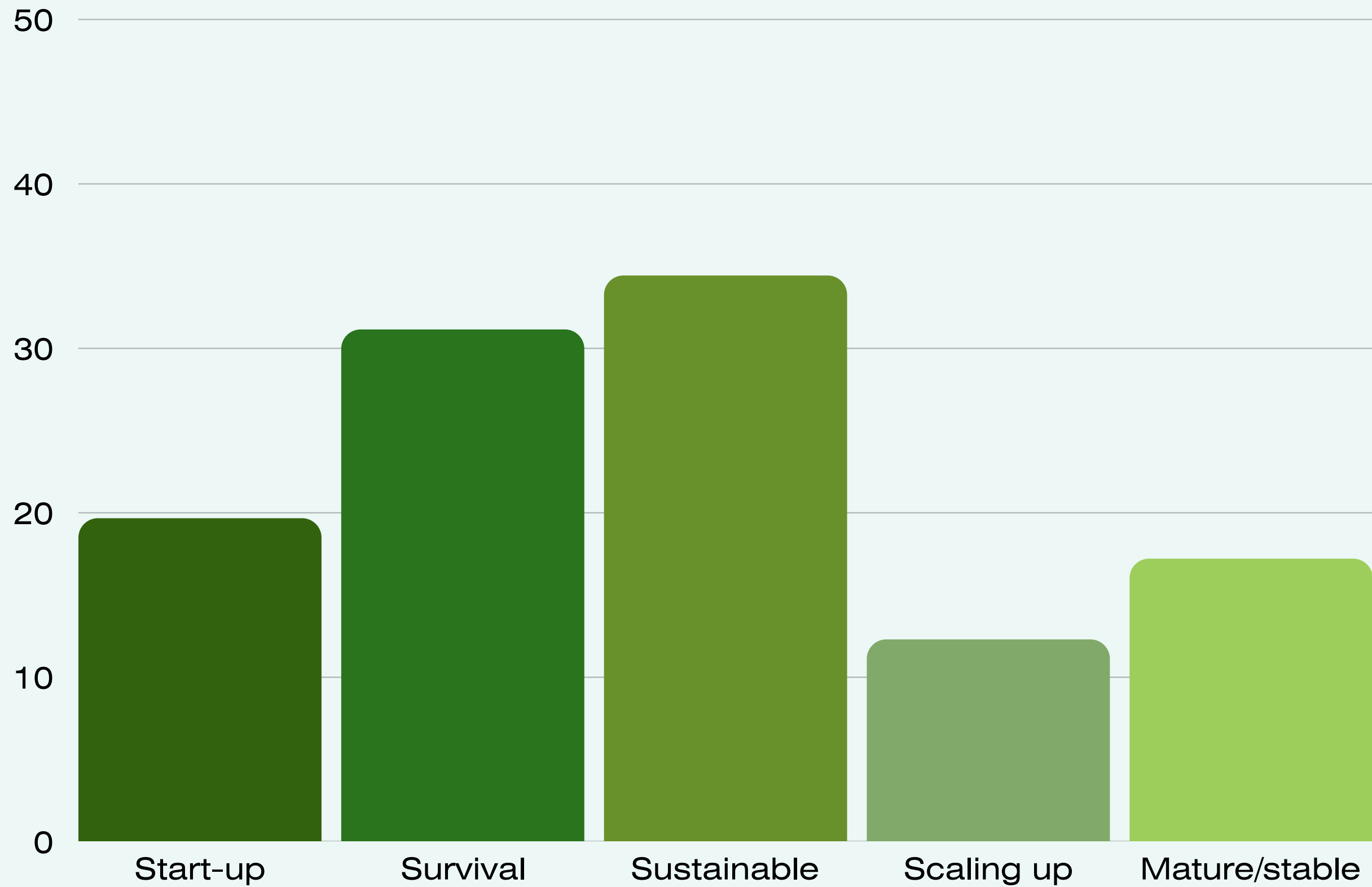
of NbEs report hybrid goals balancing economic and non-economic (environmental and social) goals



**Survey respondents were active in agriculture, forestry,
water management, coastal and urban markets**



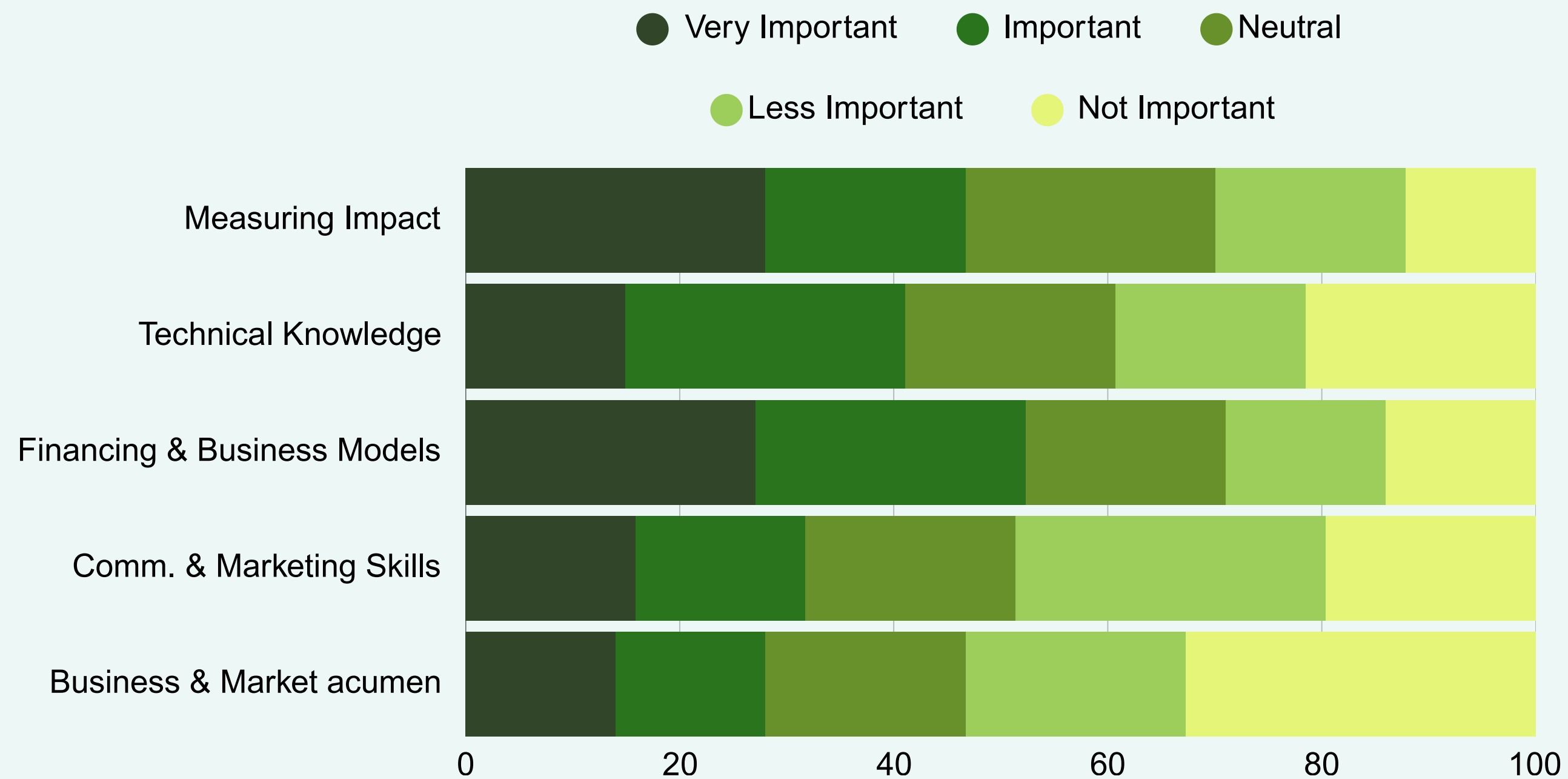
Over **60%** of NbEs were established within the last 10 years



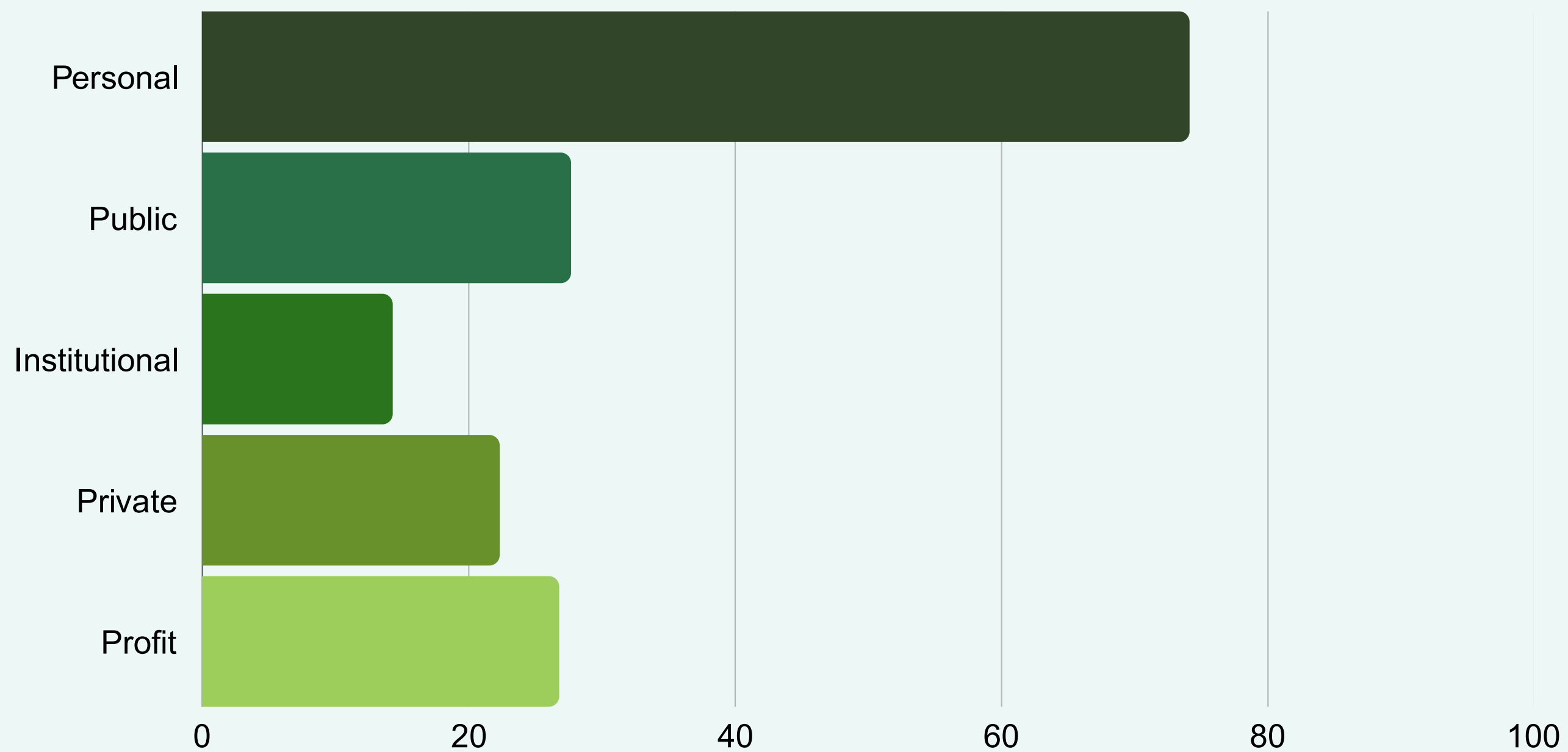
34% have a sustainable business model



89% of NbEs see an increase driven by increased awareness and regulatory change.



‘Financing and Business models’ and ‘Measuring Impact’ were the most important knowledge gaps identified’.



NbEs are more likely to self-finance at start-up stage than use institutional finance.