



Nature positive business models: Archetypes, practical examples and case studies

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A-Track is a four-year, €11 million project that will accelerate action for nature by business, financial institutions and government.

A-Track brings together leading thought leaders and practitioners who have been driving change in the measurement and valuation of natural capital and biodiversity in business, finance and government. Partners have led the development or implementation of guidelines and standards for measurement of nature impacts and dependencies for improved decision-making, including: biodiversity footprinting, natural capital assessment and accounting, and business models and finance that contribute to nature positive outcomes.



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Introduction and context

This paper forms part of the A-Track project's work on nature positive aligned business models. It accompanies a business briefing and longer technical report which, taken together build the case for nature positive aligned business models; explore key barriers and enablers to their scale-up; and outline how they can be developed in practice alongside examples and case studies. This paper focuses on the latter.

Building on previous work,¹ we present seven archetypes of nature positive aligned business models, defined as financially viable business entities whose value proposition and rationale are centred around nature positive principles. These models capture, create and deliver value in harmony with natural, economic and social capital within given landscapes, seascapes, ecologies or ecosystems. In the first instance, they aim to avoid, minimise, restore and offset its impact on nature in line with the mitigation hierarchy. The end goal of these business models is to contribute to a nature positive and resilient economy.

1 University of Cambridge Institute for Sustainability Leadership (CISL), Capitals Coalition, WBCSD and TecNALIA, *Better business: Re-thinking business models for nature positive outcomes*, A-Track (CISL, 2024)



Figure 1: Typology of seven business models archetypes

Archetype	Core value proposition
 Products and services to minimise nature impact	“Reducing nature impact through material and process efficiency and increased circularity
 Service models to minimise nature impact	Prioritising access over ownership and maximised asset utility
 Regenerative products and services	A direct, measurable and verifiable net-positive impact on natural systems, creating value from the restoration of natural capital
 Regenerative value enablers	Scaled access to, and verification of, regenerative outcomes
 Value chain reconfiguration	Collective efficiency and resilience through collaboration and innovation across value chains
 Supplementary service provision	Providing commercially viable tools, knowledge and supporting services for nature positive transformation of the economy
 Purposeful stewardship	Building societal support for nature positive outcomes

Nature positive aligned business model archetypes

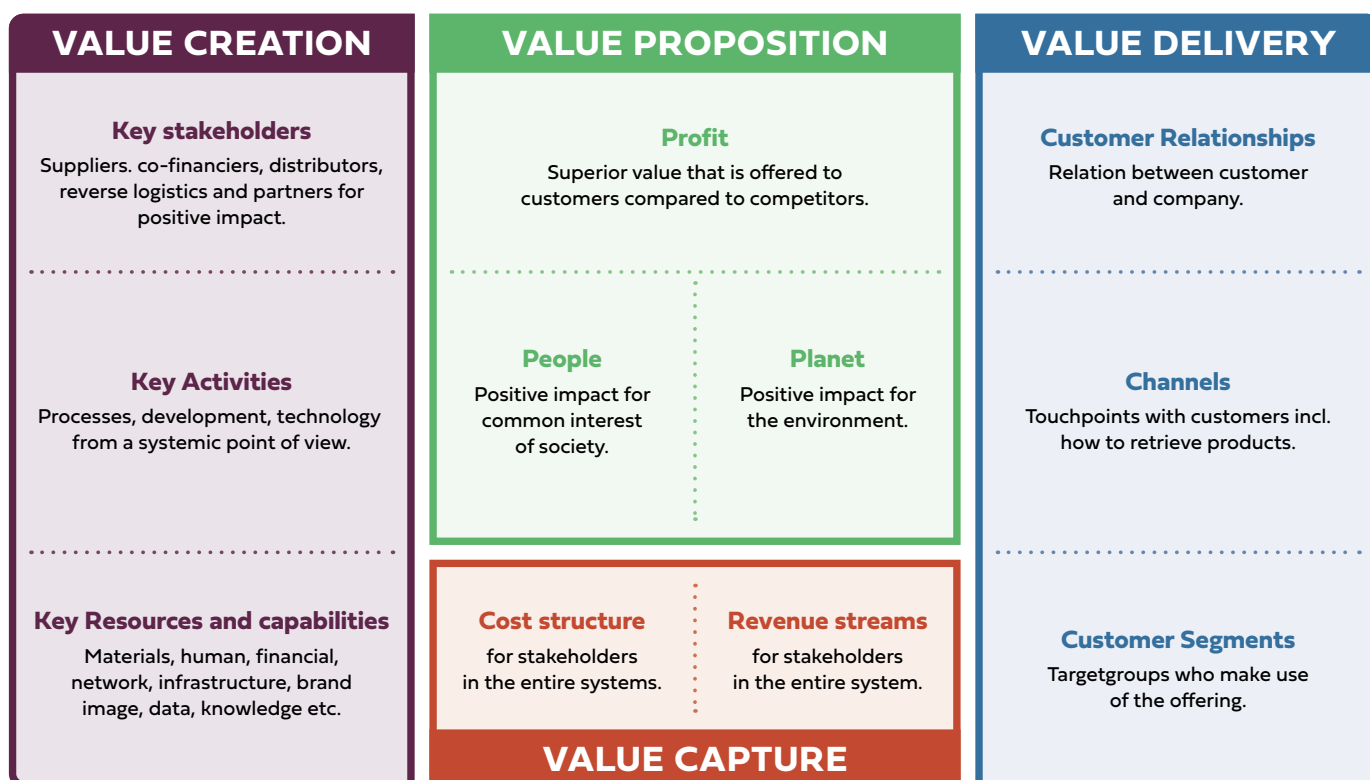
The seven business model archetypes are outlined below, showing the scope for businesses to align their operational practices and the business models that underpin these with the nature positive goal.

We present details on the different business practices that make up the relevant business model; their role within the broader nature positive transition; and the metrics and measurement that can demonstrate their contribution to positive outcomes for nature and people. Case studies of the business model archetypes in practice are also provided (these are provided in more detail in the full technical paper).

For each business model archetype, we show which elements of the business model are relevant, using the business model canvas as a framework:

We also map each archetype onto the Science Based Targets Network's AR3T (Avoid, Reduce, Restore & Regenerate, Transform) framework according to how it delivers nature positive outcomes in line with the mitigation hierarchy:

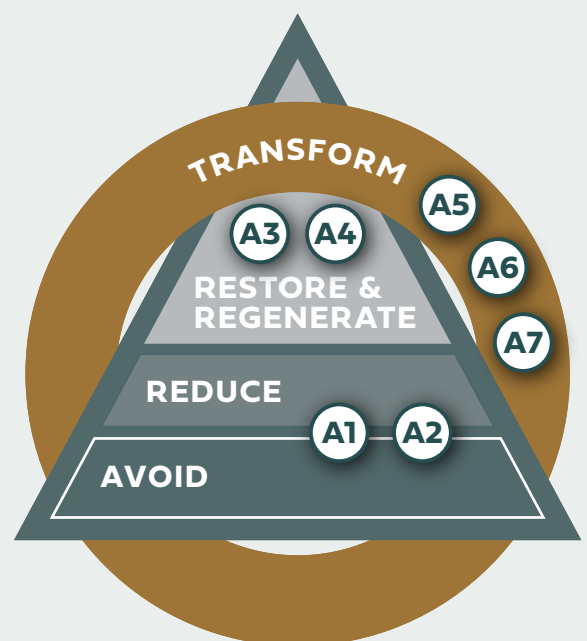
Figure 2: The Business Model Canvas. Reproduced from 'Experimenting with a circular business model: Lessons from eight cases' (Bocken *et al.*, 2018, p.82)



The aim is to encourage businesses to think about their business models with nature and people in mind and to consider what risks or opportunities they might face relating to nature. While barriers to scaling up these business models certainly exist (and are explored in detail in the accompanying publications) these examples show what is possible within the current system and give an insight into both the organisational and structural enablers that could enable scale-up.

Figure 3: Business model archetypes mapped onto the AR3T framework

- 1 **Avoid:** The first and most important step is to avoid any potential negative impacts on nature and biodiversity. This involves planning and designing activities in ways that prevent damage, such as selecting alternative sites or modifying operations to steer clear of sensitive areas.
- 2 **Reduce:** Where avoiding impacts is not feasible, the next step is to minimise them as much as possible. This can be achieved by adopting measures to reduce the severity, extent or duration of impacts, such as using less invasive techniques or improving operational efficiency to decrease environmental harm.
- 3 **Restore & regenerate:** When damage to nature does occur, efforts should be made to restore or rehabilitate the affected areas. Restoration involves actively repairing degraded ecosystems to return them to their original condition, whereas rehabilitation seeks to improve the ecosystem's health and functionality, even if it cannot be fully restored.
- 4 **Transform:** The underlying systems in which companies are embedded can restrict the extent to which they are able to address drivers of nature loss. This final step requires system-level transformation such as supporting nature positive aligned regulatory changes that remove barriers to greater nature action.





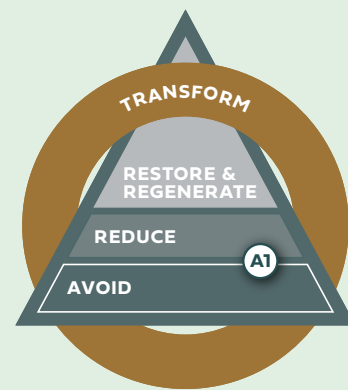
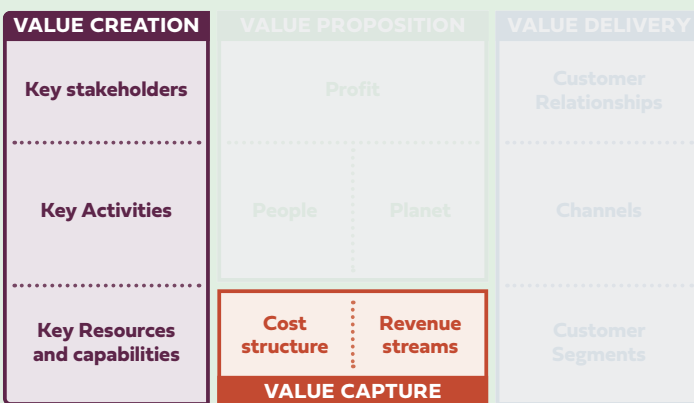
Products and services to minimise nature impact

Core value proposition

Reducing nature impact through material and process efficiency and increased circularity.

Primary business model innovation

Alignment with AR3T framework



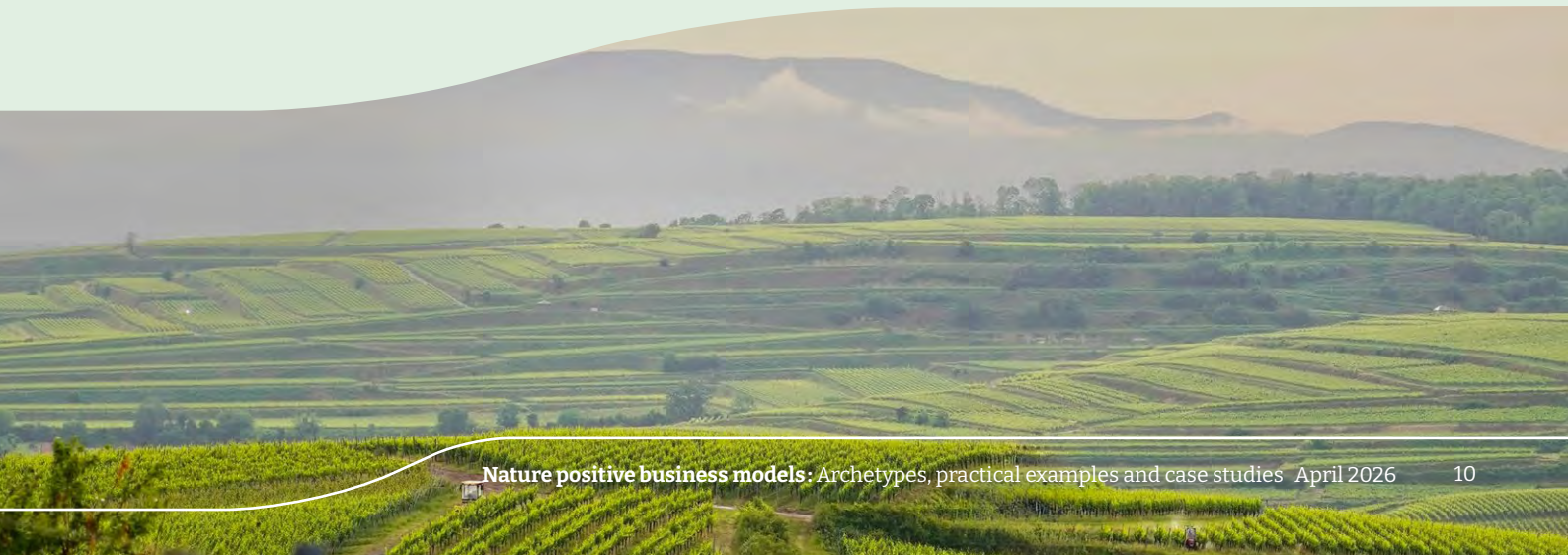
Contribution to nature positive economy

Limited but necessary step towards regenerative or restorative models, especially for activities that are necessary to human survival (food, medicine etc) and those for which technological alternatives do not exist. Impact can be undermined if per unit efficiency gains do not displace more harmful alternatives in the market.

Business practices in action

- **Sustainable material sourcing and innovation:** Changing raw materials and feedstocks through substitution of high impact with lower impact materials. Adopting sourcing strategy looking at both what and where materials come from.
 - **Examples:** Lower input agricultural commodities; recycled plastic, etc.

<p>Business practices in action (cont.)</p>	<ul style="list-style-type: none"> • Circular product design: Integrating circular design principles into product design to eliminate waste and minimise resource use. Products are designed for durability, repairability, modularity, reusability and, ultimately, recyclability. Shifting corporate philosophy away from planned obsolescence. <ul style="list-style-type: none"> ◦ Examples: Replaceable components of electronics (eg smart phone batteries, screens); modular, repairable furniture. • Operational and process efficiency: Addressing businesses' wider nature footprint (beyond product offering) through water, energy and resource efficiency. <ul style="list-style-type: none"> ◦ Example: Identifying operations 'hotspots' and improving resource and waste processes in these areas.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Life cycle assessment-based reduction; natural capital accounting. • State of nature metrics for specific impacts and dependencies.
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • Advancing life cycle assessment for biodiversity by integrating biodiversity and ecosystem services into the framework, enabling organisations to better measure, manage and report on their impact on nature. • Alignment of existing tools and frameworks to improve information flow. Transforming raw nature data into usable insights through nature information pathways.





Case study: Natura

Company profile

Multinational cosmetics and personal care company Natura is undertaking a wide range of actions to address its impact on nature.

Approaches include integrated profit and loss accounting and the use of blended finance for nature related investments. The company offers premium payments and benefit-sharing for the sustainable harvesting of forest products.

Archetype

Natura's business model most closely fits **Archetype 1** (Products and services to minimise nature impact); its business model is still fundamentally to sell beauty products to consumers, but it goes to significant lengths to reduce the impact on nature of providing these products relative to the industry norm.

Strategy

There are several elements of Natura's strategy that address how nature is tackled within the business:

- **Regeneration strategy for Latin America (Vision 2050):** This outlines an aspiration to become a regenerative business, recognising that simply supporting nature is no longer enough as planetary systems have lost their ability for constant self-renewal.
- **Commitment to Life:** This includes specific time-bound targets in areas such as the equitable sharing of digital sequence information, 100 per cent deforestation-free supply chains, and contributions to the protection and restoration of several million hectares of Amazon rainforest.
- **Natura Amazon Programme:** This aims to transform social environmental challenges into opportunities for business and sustainable local development. Focused on diversification of operations and continuous innovation around the bioeconomy and nature, the programme seeks to strengthen leadership around sustainable science and technology in the Amazon region.

Strategy*(cont.)*

- **Integrated Profit and Loss:** This pioneering approach mirrors a traditional financial profit and loss account while quantifying, in monetary terms, an organisation's positive and negative performance and impacts across its value chain, beyond financial metrics. Natura uses this approach to produce an annual report that measures the impact of corporate performance in the environmental, social and human dimensions in addition to financial results.

Examples

The Living Amazon Mechanism is a blended finance instrument that combines concessional and commercial capital to de-risk nature-related investment, demonstrating how private actors can finance nature-based solutions and positive biodiversity outcomes. Natura guarantees the purchase of raw materials in advance of harvest. This reduces the risk for other investors, creating economic value from standing forests and supporting local communities.

A 2023 study² demonstrated that Natura's system of sustainably sourcing raw materials directly from Amazonian communities is associated with the preservation of around 730,000 hectares of rainforest and avoided carbon emissions of 58 million tonnes. The company offers premium payments and benefit-sharing for the sustainable harvesting of forest products. This model aligns economic incentives with nature protection and restoration activity through the offer of long-term contracts, fair pricing and investments in local infrastructure and training.

2 Anita M. McGahan and Leandro S. Pongeluppe, "There Is No Planet B: Aligning Stakeholder Interests to Preserve the Amazon Rainforest," *Management Science* 69, no. 12 (2023): 7860–7881, <https://doi.org/10.1287/mnsc.2023.4884>



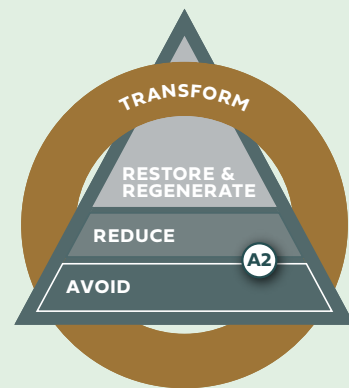
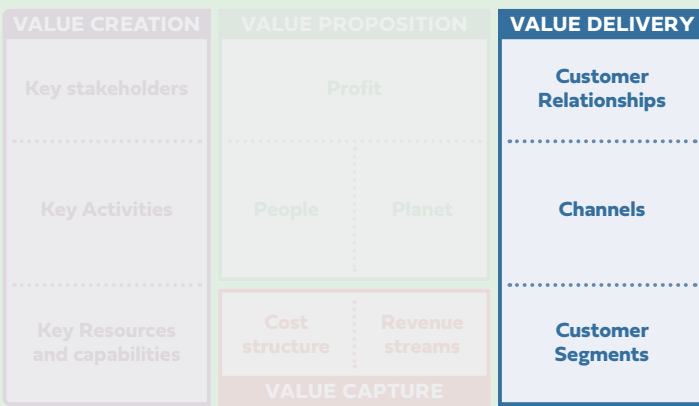
Service models to minimise nature impact

Core value proposition

Prioritising access over ownership and maximised asset utility.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

By changing the customer relationship from ownership to access, these models fundamentally decouple revenue from material production. The core logic is to maximise the utility of each physical or servicing asset, thereby reducing the total number of products and services needed to satisfy societal demand. In turn, this reduces impacts on ecosystems through similar mechanisms to Archetype 1, ie a reduction in natural resource use, pollution and climate emissions.

Business practices in action

- **Product-as-a-service:** Providers sell the function or output of a product as a service, retaining ownership of the project. Aligns the provider’s financial incentives with product longevity and efficiency, and encourages development of closed-loop approaches to production and consumption. Transformation of revenue model, operations (reverse logistics) and product design philosophy.
 - **Examples:** Signify offering ‘lighting-as-a-service’; Michelin’s ‘tires as a service’; MUD Jeans leasing jeans to customers.

<p>Business practices in action (cont.)</p>	<ul style="list-style-type: none"> • Sharing and pooling platforms: Digital platforms facilitate sharing of underutilised assets, allowing for lower rates of consumption. <ul style="list-style-type: none"> ◦ Examples: Car-sharing; tool libraries; co-working spaces. • Integrated take-back, refurbishment and resale programmes: Support the circular economy and product-as-a-service models through reverse logistics. <ul style="list-style-type: none"> ◦ Example: Patagonia’s Worn Wear; IKEA’s Buyback & Resell service.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Life cycle assessment per functional unit; asset utilisation rate; natural capital accounting. • Corporate indicators to capture success of service model (eg recurring revenue, customer acquisition cost and customer churn rate, which are intrinsically linked to the sustainability goal of maximising asset lifespan).
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • Advancing life cycle assessment for biodiversity by integrating biodiversity and ecosystem services into the framework, enabling organisations to better measure, manage and report on their impact on nature.





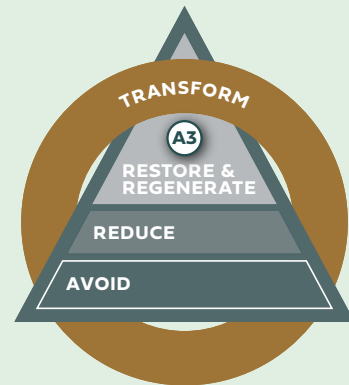
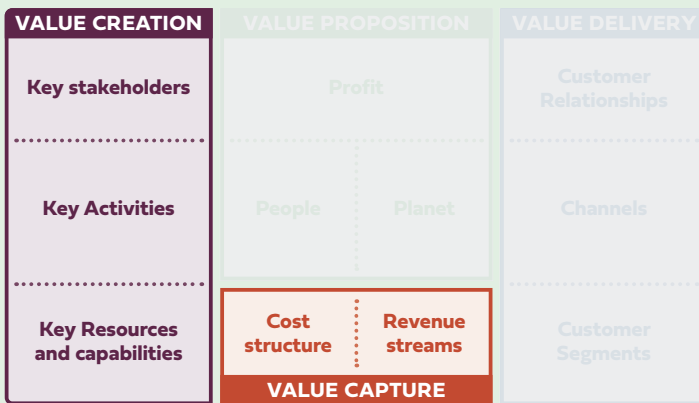
Regenerative products and services

Core value proposition

A direct, measurable and verifiable net-positive impact on natural systems, creating value from the restoration of natural capital.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

Shifting the paradigm from ‘doing less harm’ to actively ‘doing more good’. This is a core element of the transition to a nature positive economy through restoration of ecosystems and reversing nature’s decline.

Business practices in action

- **Ecosystem restoration-as-a-service:** Restoration of ecosystems such as forests, wetlands or mangroves as a core business activity. Revenue based on selling verified outcomes to public sector, via regulated markets or payments for ecosystem services.
- **Regenerative agriculture and food production:** Aiming to rebuild soil health, enhance biodiversity and reduce pressure on water use.

<p>Business practices in action (cont.)</p>	<ul style="list-style-type: none"> • Regenerative architecture and buildings: Restoring and improving ecosystems and communities surrounding a development site. Using regenerative design to deliver a net-positive impact. <ul style="list-style-type: none"> ◦ Example: Bosco Verticale (Vertical Forest) towers in Milan, Italy integrating trees and plants onto building facades. • Bio-integrated and biomimetic products: Products are designed to actively benefit the environments in which they are placed, drawing on lessons from nature’s own patterns and strategies. <ul style="list-style-type: none"> ◦ Example: Carbon sequestering building materials; bio-based packaging.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Life cycle assessment (LCA)-based gains documented. • Frameworks for assessing net-positive biodiversity outcomes (eg Biodiversity Net Gain). • State of nature metrics for specific impacts and dependencies.
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • Advancing life cycle assessment for biodiversity by integrating biodiversity and ecosystem services into the framework, enabling organisations to better measure, manage and report on their impact on nature.



Case study: Spains Hall Estate, UK

Company profile

Spains Hall Estate is a small land management and farming company focused on delivering a sustainable future land use and financial model.

Archetype

Spains Hall Estate exhibits elements of both **Archetypes 1 and 3**. This is because the company produces agricultural outputs that have a relatively lower impact on nature compared to the previous system, while also directly carrying out restorative activities and implementing regenerative farming practices.

Strategy

The business recognises that nature is central to its successful operation as current and future agricultural and environmental outcomes are reliant on soil health, water availability and climatic impacts (including pests and diseases). A Natural Capital Assessment in 2019 that quantified risks and opportunities in the existing land use model paved the way for investment in a more diverse and nature positive aligned model. A water modelling study in 2022 further exposed the land's vulnerability and the potential for on-farm water management.

Examples

The Estate's approach to land management is based on their published **Ecological Landscape Plan**, which serves as the overarching framework against which plans are made and monitored. In collaboration with King's College London and other partners, the business is developing an ad-hoc set of data sources to monitor the landscapes that it manages, utilising metrics such as Biodiversity Net Gain and condition assessments to monitor success.

This has resulted in a change from a conventional approach focused on arable commodity crops to a mixed system that incorporates:

- permanent food crops (nuts) grown in a low intensity layout
- permanent ground cover under the nut trees (as opposed to bare ground cultivations, as is common in intensive systems)

Examples

(cont.)

- large-scale wildlife habitats; some rotational or short term, some permanent
- woodland creation
- wetland creation using beavers and man-made systems.

While still within the transition period, early indicators of progress include published evidence from the Environment Agency of reduced flood risk in the local area as a result of the project. Positive indicators of species presence and habitat emergence can also be seen. A barrier encountered by the Estate was the difficulty of securing transition finance; to date, the >£500,000 invested in the transition has come from the Estate's own sources, capital and revenue grant support, together with sales of nature credits.





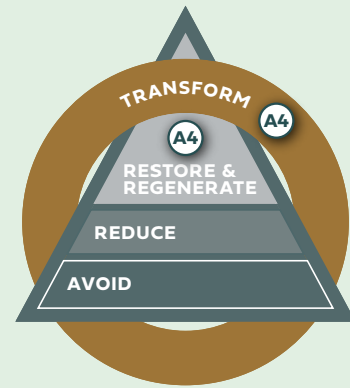
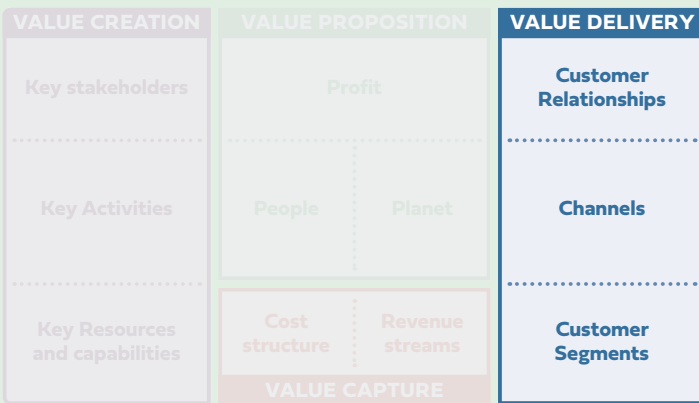
Regenerative value enablers

Core value proposition

Companies that support regeneration activity in the wider value chain, scaling access to (eg as intermediary), and verification of, regenerative outcomes. Developing new service models for regenerative goods and services, especially those that preserve nature gains, as access for and delivery to end consumers is widened.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

Provides enablers for the nature positive economy, building market infrastructure to scale up nature positive outcomes from regenerative goods and services. Playing an important role in market creation.

Business practices in action

- **Subscription and curation services:** Creating direct, stable and predictable channels between regenerative producers and end markets. Able to deal with fluctuations in supply (eg from regenerative agriculture) and generate demand for new products.
 - **Example:** Community supported agriculture models linking consumers to producers.

<p>Business practices in action <i>(cont.)</i></p>	<ul style="list-style-type: none"> • Ecotourism and experiential services: This approach monetises restored natural capital (generated by Archetype 3) by creating high-value experiences such as nature tours, educational workshops or wellness retreats within the restored landscape. Profits can be re-invested in restoration and management of the ecosystem. <ul style="list-style-type: none"> ◦ Example: Rewilding projects offering wildlife safaris.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Life cycle assessments (LCA) and natural capital accounts (NCA), used to demonstrate how the model delivers additional nature benefits beyond the production of regenerative goods and services. • Metrics to track supply chain efficiency and business performance compared to conventional models.
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • Bridging the gap between LCA and NCA by using the spatially explicit, site-specific nature of NCA to complement the product-specific, cradle-to-grave scope of LCA.





Case study: **Environment Bank**

Company profile

Environment Bank creates habitat banks to generate Biodiversity Net Gain Units (allowing developers to comply with England's Biodiversity Net Gain regulation) and Nature Shares (a voluntary, non-offset product allowing businesses to invest in nature recovery). Its revenue model is based on improving the ecological condition of a site and selling this value on. By aligning business growth with ecological recovery, Environment Bank demonstrates a commercially viable model for moving from mitigation to regeneration.

Environment Bank is an ecologically minded finance institution based in the United Kingdom that channels private finance into nature at scale. It achieves this through creating so-called 'Habitat Banks' that generate Biodiversity Net Gain Units and Nature Shares. These serve both compliance-driven and voluntary nature markets.

Archetype

Environment Bank's business model most closely reflects **Archetype 4** (Regenerative value enablers) as its value creation and capture is linked directly to restorative activities that are delivered directly to its clients. In simple terms, it makes money from improving the ecological value of a site, with clients paying for this outcome, and Environment Bank acts as an intermediary involved in value delivery.

Strategy

Environment Bank's strategy focuses on long-term, landscape-scale habitat recovery. The strategy creates co-benefits including: carbon sequestration and soil health improvements; new revenue streams for landowners; and biodiversity uplifts of at least 200 per cent across diverse ecosystems, including grasslands, wetlands, woodlands and riparian corridors. By aligning business growth with ecological recovery, Environment Bank demonstrates a commercially viable model for moving from mitigation to regeneration.

Examples

Habitat Banks

Habitat Banks are defined geographical areas that are legally secured, professionally managed sites for nature restoration.

They generate revenue through two main channels:

- 1 **Biodiversity Net Gain Units** are sold to developers to meet statutory planning obligations, ensuring measurable biodiversity improvements as part of land development projects.
- 2 **Nature Shares** are a voluntary, non-offset product that allows businesses to invest in nature recovery with long-term, reportable ecological outcomes tailored to material nature-related risks and dependencies.

In turn, Habitat Banks serve compliance-driven and voluntary nature markets.





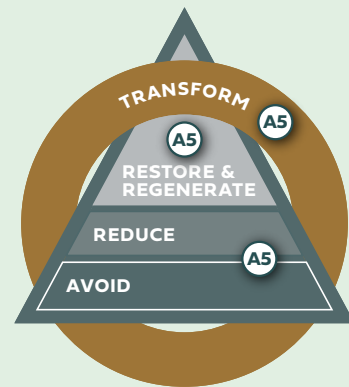
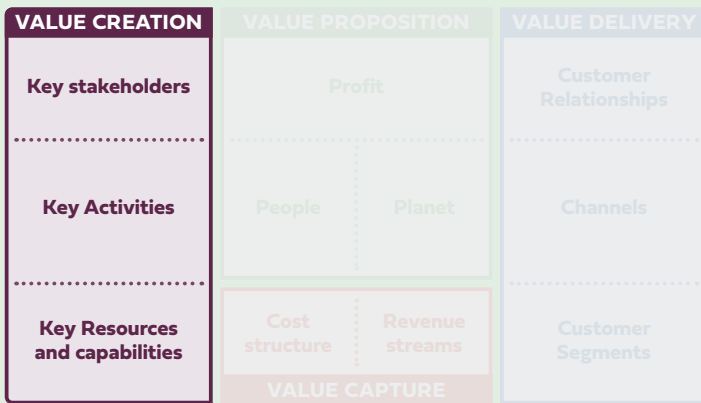
Value chain reconfiguration

Core value proposition

Collective efficiency and resilience through collaboration and innovation across value chains.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

Value chain reconfiguration adopts a systemic perspective, focusing on redesigning the fundamental structure of interactions, partnerships and resource flows across an entire value chain to generate nature positive outcomes.

Business practices in action

- **Sustainable supply chain management:** Collaborative partnerships with suppliers to move beyond compliance-based relationships.
 - **Example:** Food companies helping agricultural producers transition to regenerative practices.
- **Industrial symbiosis:** Creating closed-loop ecosystems of co-located businesses, using waste from one business as an input for another.
 - **Example:** Kalundborg, Denmark, where several businesses use excess heat, steam and gypsum from others as inputs to their own process.

<p>Business practices in action (cont.)</p>	<ul style="list-style-type: none"> • Regionalisation and on-shoring: Intentional shortening of supply chains to improve nature outcomes, eg through easier environmental monitoring or higher standards. • Landscape-level approaches: Multi-stakeholder approaches to managing land and resources in a defined geographical area. Recognises interconnection of ecosystems and cascading impacts from different actors in a landscape. <ul style="list-style-type: none"> ◦ Example: A company working in coalition with suppliers, local government and civil society to invest in a region they source commodities from.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Measuring changes in impact or in the state of nature across the value chain. Such changes could be evidenced through measures such as resource flow and optimisation, waste generation and minimisation, and emissions reductions. • Scope 3 emissions; system-level resource flows. • Organisational environmental footprints.
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • Supporting the use of mapping tools and metrics to assess the state of natural assets at specific locations, thus supporting location-based decision-making.





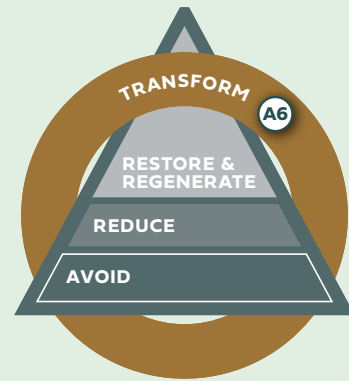
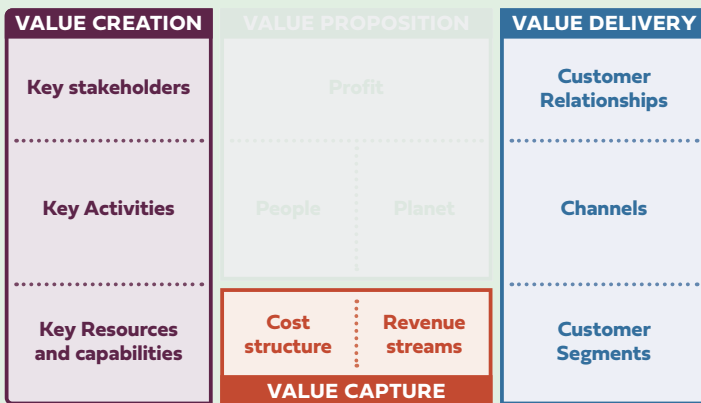
Supplementary service provision

Core value proposition

Providing commercially viable tools, knowledge and supporting services for nature positive transformation of the economy.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

Businesses operating under this model do not typically produce physical goods or directly manage land for restoration. Instead, they provide the essential tools, data, knowledge and strategic services that allow other companies to successfully design, implement, measure and report on their own nature positive initiatives. An important guardrail to minimise nature impact and prevent greenwashing.

Business practices in action

- **Data and analytics platforms and services:** Software and digital solutions for managing environmental, social and governance data and performing analyses.
 - **Example:** Biodiversity footprinting.
- **Nature-focused consulting, assessment and strategy:** Providing external expertise to help businesses transition to a nature positive economy.
 - **Examples:** Materiality assessments; natural capital assessments; change management strategy.

Business practices in action

(cont.)

- **Integrated take-back, refurbishment and resale programmes:** Take-back, refurbishment, and resale programmes that enable Product-as-a-Service models and other related approaches.
 - **Examples:** Patagonia's Worn Wear programme; IKEA's Buyback & Resell

Methodological approaches to demonstrate impact

- Measuring improved performance of clients and capturing impact, eg through aggregated client impact; client success metrics; market adoption rate etc.





Case study: Intrinsic Exchange Group

Company profile

Founded in 2017, Intrinsic Exchange Group is a financial innovation company that develops market-based solutions (most notably the Natural Asset Company) to enable nature, people and economies to thrive.

Archetype

The company is most closely aligned with **Archetype 6** (Supplementary service provision) as its services enable other stakeholders to create and scale Natural Asset Companies that in turn can deliver benefits for nature. However, these companies themselves would be better considered as examples of Archetype 4 due to their unique structure and because of how their value is linked to ecosystem integrity, and how this value is then delivered to their client base.

Strategy

Fundamentally, Intrinsic Exchange Group is a service provider. It advises on the formation and structuring of Natural Asset Companies, which is their principal innovation, in order to meet the growing demand for nature positive investment and to address the long-standing market failure that left nature out of the mainstream economy. Intrinsic Exchange Group also develops proprietary Natural Asset Companies and identifies investment opportunities in synergy with these companies. The firm's strategy recognises that existing approaches to financing a nature positive economy are insufficient. In response, it positions the Natural Asset Company model as a scalable capital markets solution to closing the "missing trillions" of investment needed.

Examples

Natural Asset Companies

Natural Asset Companies manage a physical area of land with the objective of maximising the value of natural assets and the production of ecosystem services within it. They have a management team, investors and a board, so display many of the same features as a 'normal' company. Crucially, however, they are purpose-driven to direct capital investment into financing conservation, restoration and nature-based solutions at scale. The natural capital value of the Natural Asset Company model is based on the ecosystems' potential to produce valuable ecosystem services long into the future. Ecosystems managed by a Natural Asset Company can include terrestrial or marine areas and can focus on protection, restoration or both. In turn, degradation that reduces the natural capital value of an area also reduces the company's equity. Natural Asset Companies are designed to capture the full value of nature into an equity structure that allows direct investment in nature, while delivering a market rate of return for shareholders. This return is tied to the ecological performance of the assets as they are conserved, restored or improved.

- Boreal NAC is the first operational Natural Asset Company. It is an indigenous-led initiative in North America that is managing over one million acres of land to safeguard heritage and improve the ecological condition of these natural assets. Boreal NAC's structure rewards the indigenous group for their sustainable land stewardship practices, including efforts to grow the value of the natural assets under management.



Case study: NatureMetrics

Company profile

NatureMetrics is a 'Nature Tech' company aiming to make biodiversity measurable at scale, to assist clients in their decision-making and to help them navigate nature risks and opportunities.

Archetype

NatureMetrics is most closely aligned with **Archetype 6** (Supplementary service provision) as it delivers value through providing a service to its clients, rather than benefitting nature directly.

Strategy

NatureMetrics' business model is centred around enabling other organisations to better manage their nature impacts. This goal is aligned with the company's impact-driven investors, who require a clear link between business growth and positive nature impact as a condition for continued support. Although the business does not have a significant direct relationship with nature, NatureMetrics recognises that it still has a substantial dependency linked to its clients' ability to continue operating in a system that is increasingly exposed to nature-related risks. Seeking the best outcomes for nature is therefore a short-term business imperative to continue winning work, as well as a long-term necessity for the company's ongoing viability.

Examples

Activities that NatureMetrics carries out might include:

- using on-the-ground nature data (eg collected by environmental DNA (eDNA) and bioacoustics) to apply the mitigation hierarchy for industrial clients that are trying to decide where to situate their operations given varying impacts across a wider site
- how a conservation non-profit can best deploy funding at certain locations or for different purposes (eg whether protection or restoration is more likely to achieve the most positive impact in different scenarios) to achieve the most optimal outcomes for nature
- helping the developer of a nature-based solutions project understand how effectively its restoration work is progressing and whether any additional interventions might be required.





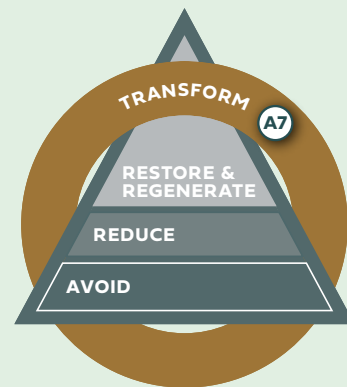
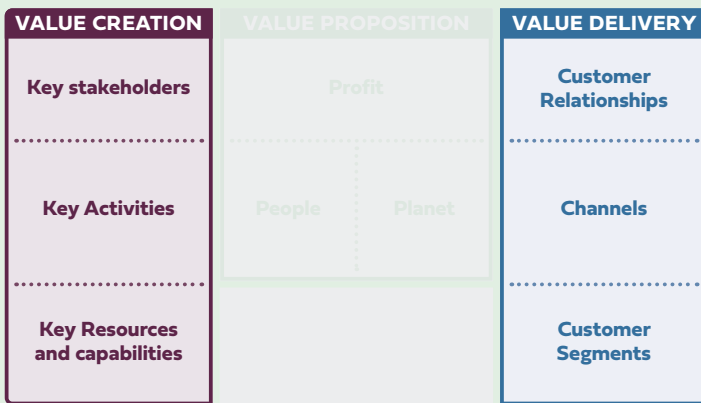
Purposeful stewardship

Core value proposition

Building societal support for nature positive outcomes. Purposeful stewardship centres around the creation of value not through a physical product or a transactional service, but by influencing the values, mindsets and behaviours of key stakeholders.

Primary business model innovation

Alignment with AR3T framework



Contribution to nature positive economy

While other archetypes build physical or financial capital, stewardship builds the enabling environment – ie public demand, political will, employee engagement and consumer awareness – that makes all other nature positive business models more viable, resilient and successful. In this way, it prepares the ground for systemic change.

Business practices in action

- **Corporate environmental education and training:** Building internal capacity within corporations and fostering an organisation-wide culture of sustainability beyond the sustainability team.
 - **Examples:** Environmental literacy programmes for new hires; nature training for all business functions.

<p>Business practices in action (cont.)</p>	<ul style="list-style-type: none"> • Public awareness and corporate advocacy: Leveraging a company's platform, brand and resources to drive broader societal and political change. <ul style="list-style-type: none"> ◦ Examples: Shifting consumer behaviour through communications campaigns; reshaping public policy through responsible corporate advocacy. • Community-based conservation and empowerment: Investment in local communities to become guardians of the natural environment.
<p>Methodological approaches to demonstrate impact</p>	<ul style="list-style-type: none"> • Using qualitative data to capture changes in knowledge, attitude and behaviour. • Observing operational and community-level impacts.
<p>How A-Track is supporting this</p>	<ul style="list-style-type: none"> • <u>A-Track's Embed Nature Programme</u> of capacity building. • Policy analysis and recommendations (A-Track Policy Brief).³

3 A-Track, *Strengthening Europe's competitiveness and resilience: Enabling reporting and disclosure on nature and better decision-making* (A-Track, 2025)





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