

COP17 Call to Action on High-Integrity Nature Markets

Mobilising Private Investment for Nature and People

We, representatives of business, financial institutions, investors, civil society, international organisations, Indigenous Peoples and local communities, project developers, and other stakeholders, recognise the urgent need to rapidly increase investment in nature to support implementation of the Kunming-Montreal Global Biodiversity Framework (KMGBF).

Public finance, regulation and government action remain essential, including reforming environmentally harmful subsidies and driving corporate transitions in operations and supply chains. These measures are fundamental to achieving the objectives of the KMGBF and maintaining market integrity. Nature markets are not a substitute for these responsibilities, nor for the mitigation hierarchy. However, well-designed, high-integrity nature market mechanisms can play an important complementary role in mobilising private finance for biodiversity conservation, restoration and sustainable land management, while supporting local livelihoods and economic resilience.

As COP17 marks a critical moment to accelerate implementation of the KMGBF, we call on governments, financial institutions, companies, Indigenous People and Local Communities, civil society and international organizations to work together to put in place the enabling conditions needed to scale high-integrity nature markets.

Taking note of the [*High-Level Principles to Guide the Biodiversity Credit Market*](#), we call on governments and other actors to align with three main areas:

- Governance: Creating the Right Policy and Enabling Conditions
- Supply: Build High-Integrity Markets and Effective Project Cycles
- Demand: Accelerate Market Readiness and Generate and Sustain Demand

Governance: Creating the Right Policy and Enabling Conditions

Governments can unlock private finance for nature markets by providing clear legal recognition of nature markets, transparent governance arrangements and long-term policy certainty.

- Nature markets should be linked to and integrated into national biodiversity strategies and action plans and sectoral and national development strategies, with clear rules on ownership, claims and market participation.
- Governments can create confidence through policy signals, fiscal incentives, public procurement, compliance frameworks and other measures that recognise the economic value of healthy ecosystems.
- Where appropriate, governments should explore compliance and regulated market pathways that can create predictable demand and build market confidence.

As prospective buyers, investors and intermediaries, we are prepared to engage where clear and durable policy frameworks exist.

Supply: Build High-Integrity Markets and Effective Project Cycles

Market participants and Governments should work together to ensure nature markets deliver credible biodiversity outcomes for nature and people while attracting long-term investment.

- This requires science-based equitable methodologies, robust monitoring, independent verification and transparent registries.

- Indigenous Peoples and Local Communities must be empowered as principal partners and leaders through the full realisation of their rights under international laws and principles, including meaningful participation in projects and governance, ownership of resources, equitable benefit-sharing, employment, and data sovereignty. Their Free, Prior and Informed Consent (FPIC) must be obtained unconditionally as a prerequisite for the implementation of any project.
- Strong safeguards must prevent double counting and double claiming and stop fraudulent paper “projects”, protect rights and livelihoods, and avoid unintended consequences such as land grabbing, market distortions or displacement of food production to avoid some of the shortcomings of the voluntary carbon market.

We commit to supporting the development and use of high-integrity market mechanisms that meet these standards.

Demand: Accelerate Market Readiness and Generate and Sustain Demand

Demand is essential to scaling nature markets. Early-stage support helps countries build market readiness and attract private finance.

- Governments, development finance institutions, philanthropic organisations and investors should collaborate to improve awareness of market opportunities, regulatory capacity, support pilot transactions through accelerator type initiatives and develop investment-ready project pipelines.
- Catalytic finance and demonstration initiatives can help test approaches, reduce risk and build the evidence and practical experience needed to scale.
- Companies, financial institutions and other market participants can support this transition through offtake agreements, voluntary purchases, investment products, risk-sharing mechanisms, early-buyer commitments and up-front purchasing.
- As nature markets should be integrated into national biodiversity strategies, they should also be integrated into corporates’ and financial institutions’ sustainability strategy.

We are ready to increase participation and mobilise capital as credible demand pathways emerge.

Through alignment around these three focus areas of governance, supply and demand, we will support nature markets to move to implementation at scale to deliver credible outcomes for nature and people and contribute to the goals of the KMGBF.