

# PANEL 2

## ENABLING BUSINESSES TO INTEGRATE SUSTAINABILITY

The panel offered insight into how financial action can lead to the restoration of nature and biodiversity. The speakers highlighted the importance of creating transparent, nature-positive solutions. These would help shift the narrative from an obligation to an opportunity. They offered tools, listed below, to help assess progress toward sustainability goals. Finally, the panel stressed the cost of saving biodiversity is set to rise exponentially making it necessary to act now.

“SUSTAINABLE LEADERS WERE SUCCESSFUL  
AND RESILIENT OVER THE DECADES”

Sandra Schnyder

## KEY TAKEAWAYS

- Shift the narrative to frame sustainability as an opportunity rather than an obligation.
- Sustainable leadership is crucial to build successful and resilient companies.
- We must act and move financial capital to restore and protect nature - necessary for our survival.

ALIGNING THE BOARD AND MOVING TOWARDS VISION NEEDS:

“NOT COMPLIANCE BUT A SPIRIT OF CREATION” Jonathan Normand

## SOLUTIONS

The panel urged investing in nature-positive solutions, engaging stakeholders to change and act for sustainable biodiversity and using tools to measure sustainability. These tools included the:

Blab impact assessment (<https://www.bcorporation.net/en-us/programs-and-tools/b-impact-assessment/>),

The Impact Management Platform (<https://impactmanagementplatform.org/>),

The Inner Development Goals (<https://www.innerdevelopmentgoals.org/>).

We are proud to showcase the achievements of Niels Rodin and Ahmed Atmani. Their innovative and collaborative efforts towards a circular economy serve as an inspiration for a sustainable future.