



**REPORT  
SUMMARY**

# **Forest Sector Nature-Positive Roadmap**

Phase I: A shared definition of nature-positive

# ① About the report

**This report offers a shared definition of nature-positive for the forest sector as a bedrock for subsequent guidance and tools to support forest companies in the implementation of nature-positive strategies. The definition is grounded in a comprehensive set of actions forest companies should take to halt and reverse nature loss along the full value chain, to chart a course to the transformation of individual forest companies, the sector and the broader economic system in which they operate.**

Nature is under greater threat today than at any other time in human history. As the world rapidly awakens to the severity and urgency of the crisis, the level of global attention on nature loss is nearing that of climate change. The nature-positive concept has begun to unite the business community in its efforts to protect and restore nature and the ecosystem services it provides.

To leverage this accelerating momentum, it is critical to clearly define nature-positive, and develop practical tools and frameworks that support businesses in implementing nature-positive strategies.

As stewards of sustainable working forests, companies in the forest sector play a fundamental role in meaningfully securing the abundance, diversity and resilience of species and ecosystems through actions in their own operations and across the full value chain.

In January 2022, the World Business Council for Sustainable Development (WBCSD)'s [Forest Solutions Group](#) (FSG) started a multi-year journey to develop the *Forest Sector Nature-Positive Roadmap*, as the first of a series of WBCSD nature-positive sector roadmaps aiming to support businesses as they scale up actions to halt and reverse nature loss, set science-based nature-related goals and targets, and disclose progress using quantifiable metrics.

This first phase offers a shared definition of nature-positive for the forest sector that is closely aligned with emerging frameworks from the Science Based Targets Network (SBTN) and the Taskforce on Nature-related Financial Disclosures (TNFD) and aims to contribute to their development.

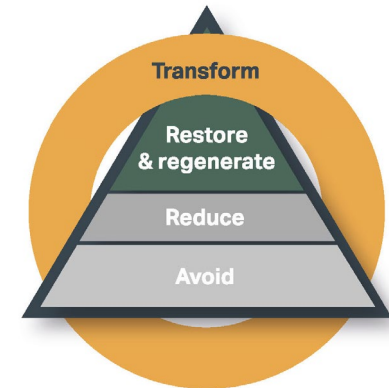
## ② Defining nature-positive

Nature-positive represents a new concept for business that is bound to evolve as key stakeholders adopt and operationalize the term. The roadmap defines nature-positive as a global societal goal tied to achieving the [Global Goal for Nature](#), with three measurable and timebound objectives: zero net loss of nature from 2020, net positive by 2030 and full recovery by 2050. Nature-positive represents a collective societal goal to which all parts of society must contribute. In order to collectively bring back more nature by 2030 than existed in 2020, it is the responsibility of each actor, including business, to identify, implement and disclose the actions they are taking.

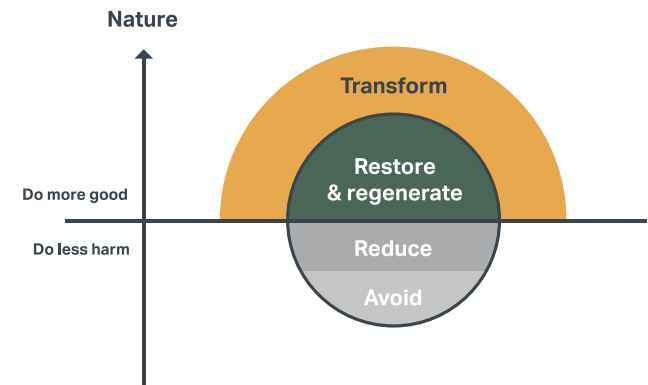
Based on SBTN's mitigation hierarchy (see Figure 1), we introduce a distinction between actions that contribute to halting nature loss (actions to avoid or reduce nature loss) and those that contribute to reversing loss (actions to restore and regenerate nature).

To achieve The Global Goal for Nature, the collective impacts from regenerative and restorative actions must outweigh those from avoiding and reducing nature loss. This means that individual companies must accelerate action to slow and halt nature loss while simultaneously bringing back more nature through regenerative and restorative actions, when available. Actions to do less harm alone would bring the world collectively to no net loss, so restorative, regenerative and transformative actions to do more good are critical to bending the curve toward net-positive by 2030 and full recovery by 2050 (Figure 2).

**Figure 1:** SBTN's Action Framework (AR3T)



**Figure 2:** The positive balance of actions contributing to nature-positive



Source: Adapted from AR3T framework and Interim Targets Framework, Science Based Targets Network (2020). Science-Based Targets for Nature Initial Guidance for Business.

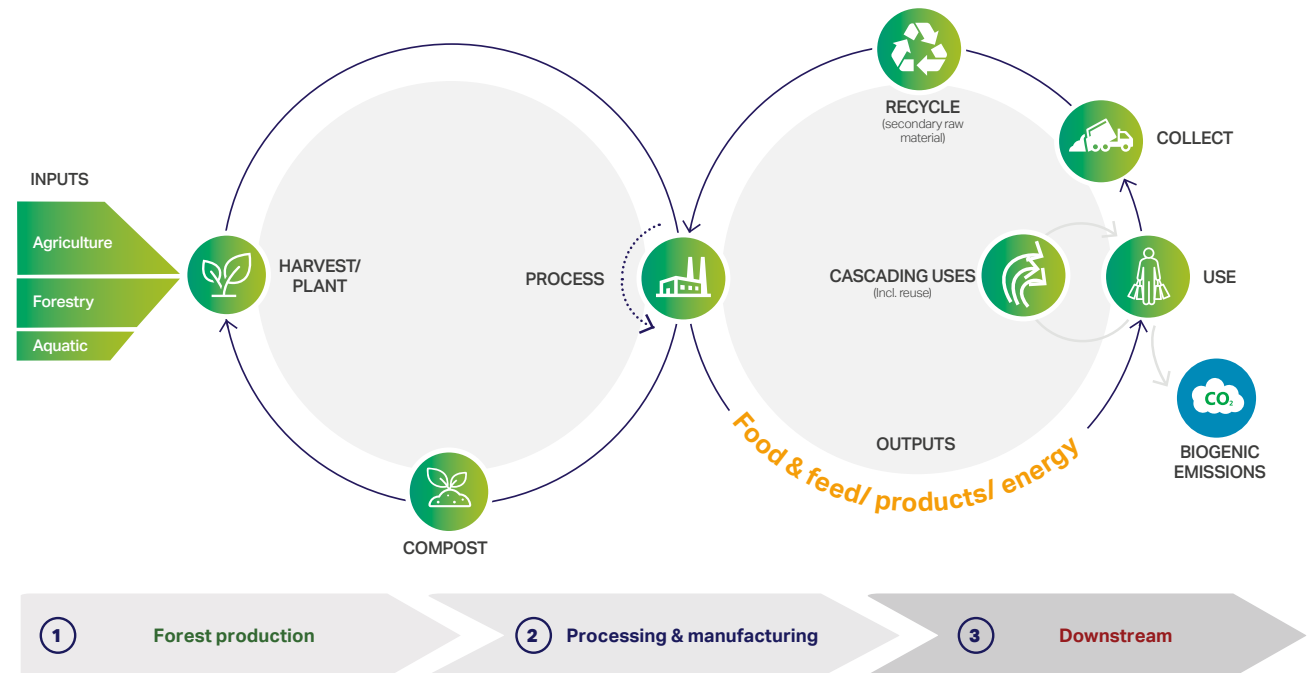
### ③ Putting nature at the heart of the value chain

Linear value chains that depend on the continuous and increasing extraction of natural resources are at the foundation of current economic systems. Halting nature loss requires transitioning to a more regenerative economic model based on sustainably managed, renewable resources.

The forest sector is well-positioned to grow the circular bioeconomy based on wood from sustainable working forests as a renewable and recyclable material. Scaling-up this alternative economic model requires deliberate and collaborative action along the full forest product value chain and within the broader operating environment to:

1. Maintain and enhance the working forests from which forest products originate (forest production);
2. Reduce the impacts of processing, manufacturing and transportation (processing & manufacturing);
3. Maximize the recovery of materials and products (downstream).

**Figure 3:** Flows within the circular bioeconomy



Source: WBCSD (2020). Circular bioeconomy: The business opportunity contributing to a sustainable world.

## ④ Halting and reversing nature loss along the value chain

Nature loss is already disrupting business through material risks in operations and value chains, partly stemming from companies' impacts and dependencies on nature. Managing nature risks is especially important for the forest sector as it is highly dependent on thriving ecosystems for its prosperity, most notably for the wood fiber that flows throughout the production process. Long time horizons dictated by the length of harvest cycles also characterize the sector. Trees planted today need to be resilient to changing climatic conditions as their harvesting will take place in a period ranging from a decade to over a century, depending on the type of forestry.

The illustration on the following pages presents the actions forest companies should take to halt and reverse nature loss along the forest product life cycle. While many of these practices are already mainstream in the sector, it is possible to further advance, scale up and replicate others. These individual actions should form part of a cohesive corporate-level strategy and, when relevant, companies should implement them through collaboration

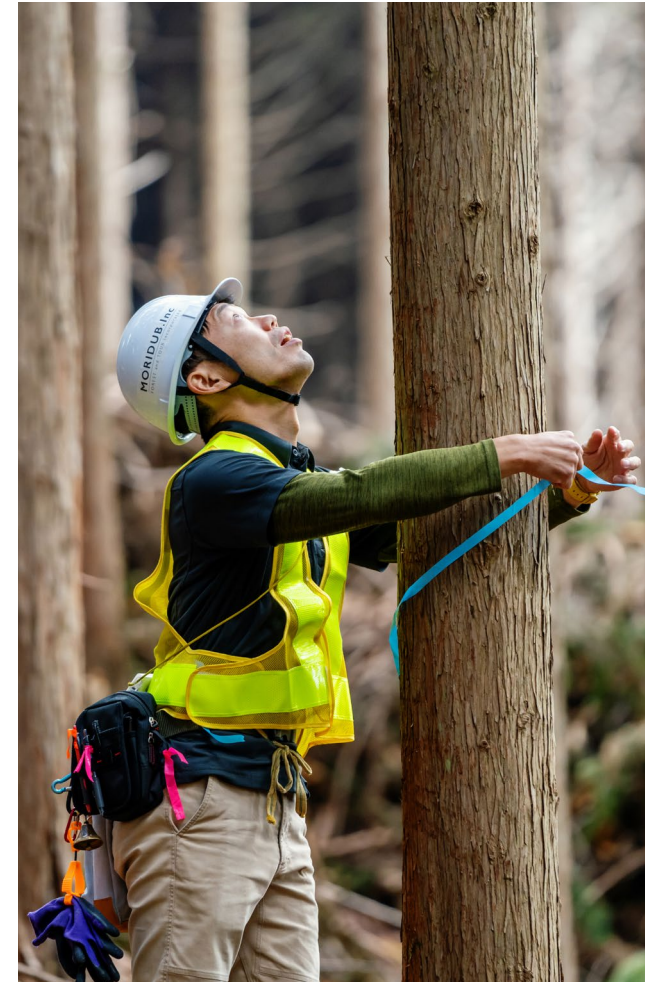
across value chains and sectors, and with multiple stakeholders at the landscape or regional level.

Businesses should act on all fronts simultaneously, while prioritizing actions where they have the most leverage and that lead to the highest impacts.

Most high-impact restorative and regenerative actions are located in the working forests from which forest products originate – where the forest sector interacts most closely with nature. These actions are:

- Restoring areas of significant biodiversity and carbon value
- Reintroducing native or endangered tree species adapted to climatic conditions
- Restoring connectivity between habitats
- Enhancing carbon removals in soils and forests.

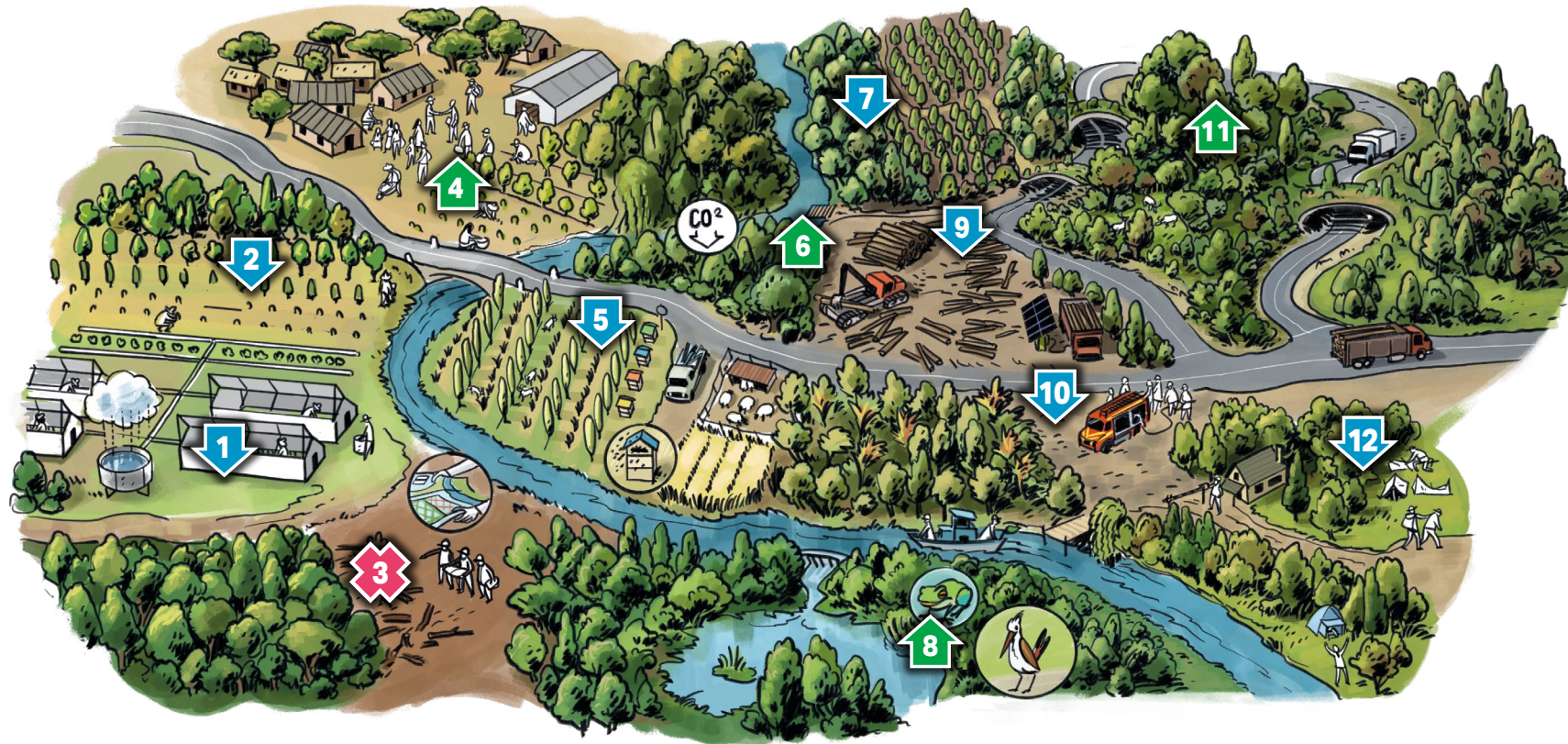
Combined with actions to avoid and reduce nature loss, these high-impact actions present the greatest opportunity for the sector to contribute to bringing back more nature.



## Nature-positive action along the life cycle of forest products

### ACTIONS TO HALT AND REVERSE NATURE LOSS IN WORKING FORESTS

Forest companies contribute toward nature-positive by promoting sustainable forest management practices in the forests they manage and source from. The perpetual cycle of harvesting and planting ensures a renewable supply of wood for the circular bioeconomy while providing multiple benefits such as carbon sequestration, clean water, habitat and economic livelihood.



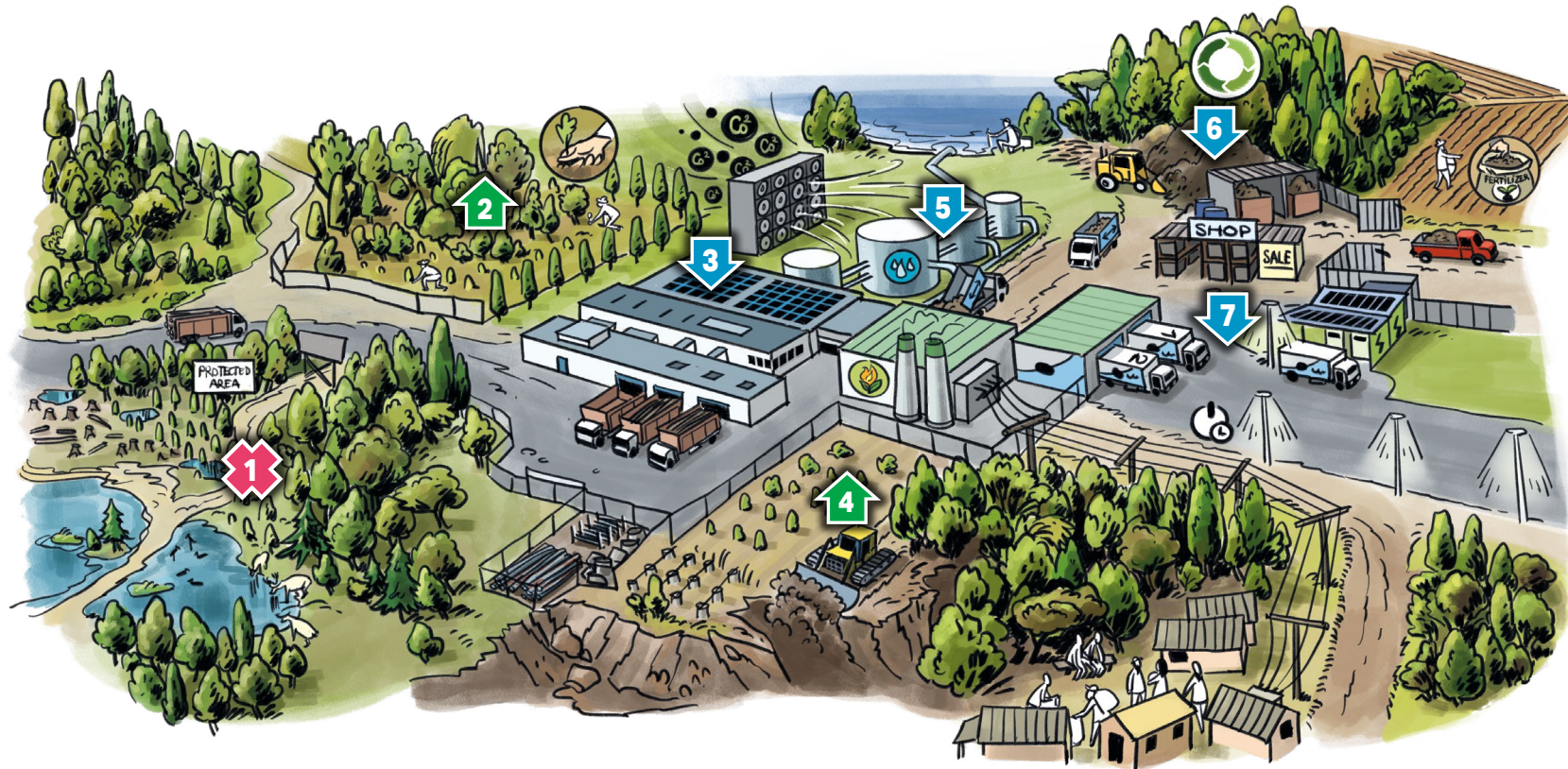
✖ Action to **avoid** impact on nature
 ↓ Action to **reduce** impact on nature
 ↑ Action to **restore & regenerate** nature

- ↓ 1
  - ↓ 2
  - ✖ 3
  - ↑ 4
  - ↓ 5
  - ↑ 6
  - ↓ 7
  - ↑ 8
  - ↓ 9
  - ↓ 10
  - ↑ 11
  - ↓ 12
- 1 Reduce water use, waste and pollution in nurseries and forests
  - 2 Preserve forest diversity when replanting after harvest
  - 3 Avoid deforestation, and the conversion of areas of significant biodiversity value to intensively managed forests
  - 4 Reintroduce native or endangered tree species adapted to climatic conditions
  - 5 Reduce need for land through land use optimization
  - 6 Enhance carbon removals in soils and forests
  - 7 Protect water bodies, as well as areas of significant biodiversity and carbon value
  - 8 Restore areas of significant biodiversity and carbon value
  - 9 Reduce carbon emissions and biodiversity impacts related to harvesting
  - 10 Reduce impacts related to climate change and invasive species
  - 11 Restore connectivity between habitats
  - 12 Reduce occurrence of poaching and illegal logging

## Nature-positive action along the life cycle of forest products

# ACTIONS TO HALT AND REVERSE NATURE LOSS IN PROCESSING AND MANUFACTURING OF FOREST PRODUCTS

Forest companies contribute toward nature-positive by halting and reversing the impacts on nature related to the processing of harvested wood, and the manufacturing of products for everyday use, such as pulp, paper, packaging, tissue paper, building materials, biomaterials or bioenergy.



✖ Action to **avoid** impact on nature    ↓ Action to **reduce** impact on nature    ↑ Action to **restore & regenerate** nature



**Avoid** establishing new operations in areas of significant biodiversity value or water stress



**Restore** areas of significant biodiversity value in or around mill sites



**Reduce** carbon emissions and air pollution



**Restore** sites of decommissioned facilities



**Reduce** water use, waste and pollution



**Reduce and reuse** operational waste

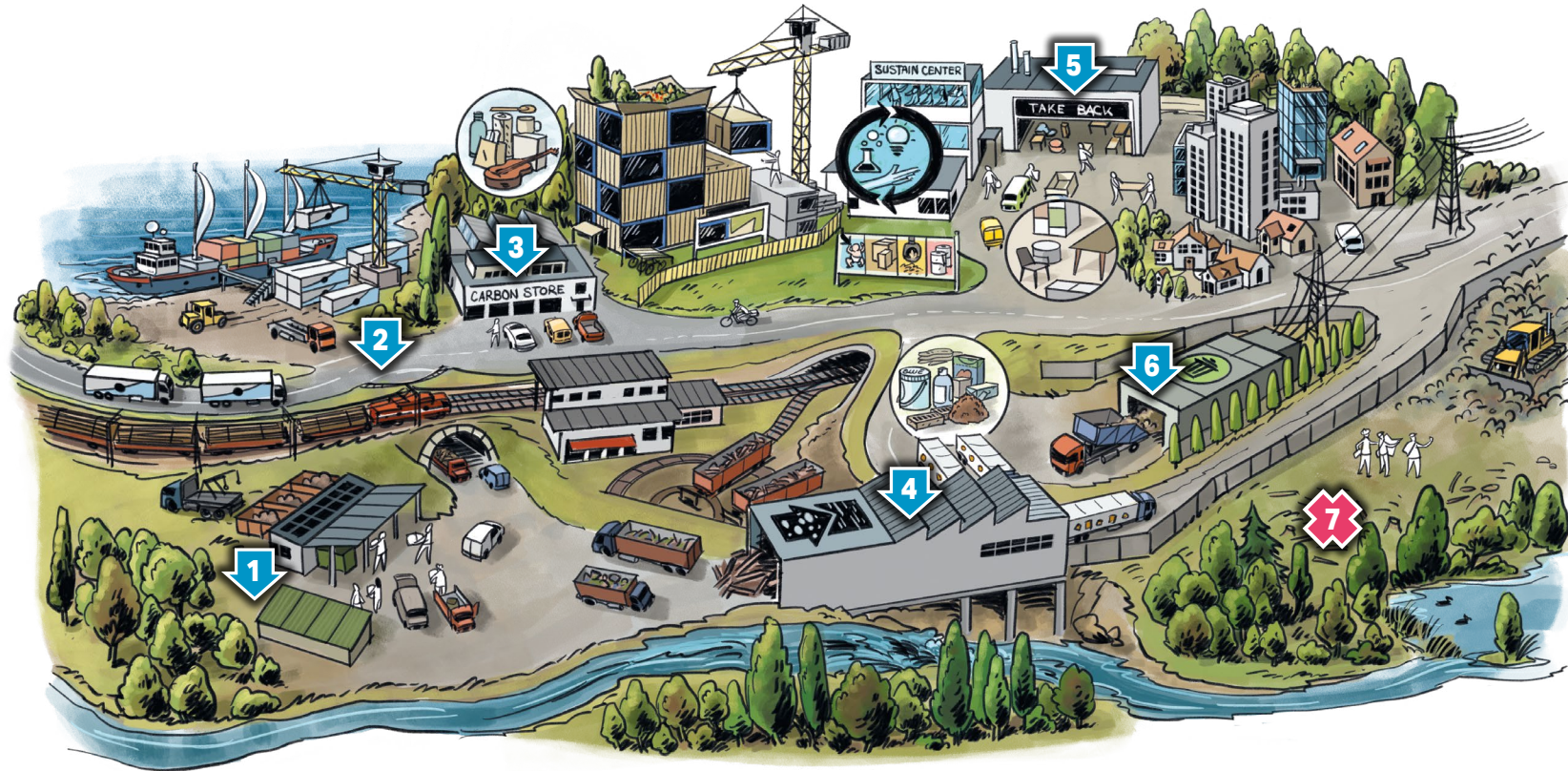


**Reduce** noise, light and odour pollution from operations

**Nature-positive action along the life cycle of forest products**

**ACTIONS TO HALT AND REVERSE NATURE LOSS RELATED TO THE TRANSPORTATION, USE AND DISPOSAL OF FOREST PRODUCTS**

Forest companies contribute toward nature-positive by reducing the impacts of transportation, and by working with customers and other downstream partners to stimulate the use, reuse and recycling of sustainable forest products and waste streams, as well as their safe disposal.



✖ Action to **avoid** impact on nature    
 ↓ Action to **reduce** impact on nature    
 ↑ Action to **restore & regenerate** nature

- 1**

Reduce waste by promoting the recovery and recycling of forest products
- 2**

Reduce carbon emissions, as well as water and air pollution from transportation
- 3**

Reduce use of unsustainable materials by scaling up the circular bioeconomy
- 4**

Reduce waste by promoting the reuse of residuals and by products by other industries
- 5**

Reduce need for new products by enhancing product lifetime
- 6**

Reduce air, soil and water pollution from waste disposal
- 7**

Avoid establishing new waste management facilities in or around areas of significant biodiversity value



## 5 Commitment to action

Collectively delivering on nature-positive requires a collaborative effort to change the underlying drivers of nature loss through system-level transformation. This includes exerting influence to adjust dominant beliefs and economic systems that undervalue nature in decision-making. Companies will need to stretch beyond their property boundaries and engage in thoughtful and deliberate partnerships, invest in actions to halt and reverse nature loss in their landscapes and regions of operations, and advocate for governments to raise policy ambitions for nature and climate.

As leading businesses in the forest sector, members of WBCSD's Forest Solutions Group recognize the need to rally behind a shared definition of nature-positive and commit to implementing the following actions to accelerate the transformation of the forest sector:

- **Assess & prioritize:** Identify, assess and prioritize our individual company's impacts and dependencies on nature, first in our direct operations and over time in collaboration with supply chain partners.
- **Commit:** Define baselines and reference conditions supported by evidence in priority locations and commit to time-bound, science-informed goals and targets to halt and reverse nature loss.

- **Act:** Define a clear set of actions to carry out, ideally accompanied by an analysis of how these actions will add up to net gains for nature. Our companies should provide a cost for, sequence and prioritize them based on their impact and our leverage to drive change.
- **Measure & value:** Measure and report on the outcomes of priority actions against a fixed baseline through a set of indicators and metrics aligned with nature targets.
- **Transform:** Continue to build internal buy-in for integrated and inclusive net-zero and nature-positive strategies and disclosures, while investing in effective external partnerships to extend our companies' reach to transform the system.

In order to catalyze the system-level transformation needed to accelerate this urgent and far-reaching transition, we call on value chain partners, investors and policy-makers to join forces in building conducive enabling conditions.

**Value chain partners:** When sourced responsibly, forest products can contribute to climate change mitigation and nature regeneration.

To drive progress to meet your own nature and climate goals, work with forest companies in your value chain to scale up action to grow the circular bioeconomy and measure and disclose nature-related impacts through meaningful metrics.

**Investors:** Accelerate your portfolio's transition to nature-positive with forest sector investments that offer many co-benefits in addition to competitive financial returns. Do not wait for markets to value the ecosystem services and products they provide more accurately. Demonstrate leadership in incorporating nature-related risks in investment decision-making and recognizing the inherent value of sustainable working forests.

**Policy-makers:** Sustainable business leaders are acting for nature but need political leadership to accelerate and scale up these actions to reverse nature loss this decade. Provide incentives for companies to assess and disclose their impacts and dependencies on nature, reform subsidies and incentive mechanisms that contribute to nature loss, and adopt national legislation and global targets and indicators informed by science that provides the right direction and financial incentives for business action.

This roadmap was developed by WBCSD's Forest Solutions Group, in close collaboration with WBCSD's Nature Action team, and with technical support from [Terranomics](#). Thirty key stakeholders were consulted as part of the process.

## ABOUT THE FOREST SOLUTIONS GROUP

WBCSD's Forest Solutions Group (FSG) is the global platform where leading business in the forest products sector build and share sustainable development solutions. FSG's mission is to grow an inclusive circular bioeconomy that is rooted in thriving working forests.

Our member companies span all forested continents and a broad range of forest products such as pulp, paper, packaging, timber, biomaterials, bioenergy and forest asset management. They represent a combined revenue of more than USD \$165 billion and 260'000 employees. Together they own, lease or manage more than 20 million hectares of land, of which 98% is third party certified and 24% is set aside for conservation or restoration.

Follow us on [LinkedIn](#) and [www.wbcسد.org/FSG](http://www.wbcسد.org/FSG)



## ABOUT WBCSD

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

We do this by engaging executives and sustainability leaders from business and elsewhere to share practical insights on the obstacles and opportunities we currently face in tackling the integrated climate, nature and inequality sustainability challenge; by co-developing "how-to" CEO-guides from these insights; by providing science-based target guidance including standards and protocols; and by developing tools and platforms to help leading businesses in sustainability drive integrated actions to tackle climate, nature and inequality challenges across sectors and geographical regions.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.

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