

**PRESS RELEASE: EMBARGOED TO 00:01 GMT 4 JUNE 2025**

## **New book sets out why Nature Positive is so critical now – and how it can be achieved across business, finance, governance and society**

**London/Geneva, 4 June 2025:** On the eve of World Environment Day, the world's first book about Nature Positive is being launched. Published by Routledge Earthscan, *Becoming Nature Positive: Transitioning to a Safe and Just Future* provides a deep dive into how the Nature Positive global goal came to be, why it matters – and what it will take to achieve it across business, finance, governance and society – written by a diverse range of nature leaders.

Nature Positive is a global societal goal to halt and reverse nature loss by 2030, agreed by all countries in the Kunming-Montreal Global Biodiversity Framework at the UN Convention on Biological Diversity's fifteenth Conference of the Parties (COP15) in December 2022. The goal means ensuring there is more nature in the world next decade than last, for the benefit of all. But challenges remain to achieving it, from finance to measurement to multilateral cooperation.

As humanity sits at an existential crossroads, *Becoming Nature Positive: Transitioning to a Safe and Just Future* articulates why a nature-positive future is the only way to secure the functioning and stability of Earth systems essential to the survival and wellbeing of present and future human generations – as well as the rest of Earth's astonishing diversity of life.

**Marco Lambertini, Convener of the Nature Positive Initiative, and lead author and commissioning editor of *Becoming Nature Positive*, said:**

"Nature Positive is our best response to the great, existential threat of planetary health collapse, and our best plan to transition to a safe and just future. The overall message across all chapters of the book is one of action, change and extraordinary opportunity. The future can be bright. The choice is ours. The choice is clear."

The book, which is now available to order online as a paperback, hardback or e-book edition, will be discussed in two special live broadcast conversations, with co-authors of the book taking questions from online participants, today and tomorrow. Registration is open:

- ✓ Wednesday 4 June at 16:30-17:30 CEST – [REGISTER NOW](#)
- ✓ Thursday 5 June at 08:30-09:30 CEST – [REGISTER NOW](#)

In a recent article, Marco Lambertini explains more of the inspiration behind the book – with an overview of the various chapters and richly diverse range of perspectives that emerge through its pages. [Read the article.](#)

The book is the result of a truly collaborative approach among the ten co-authors of chapters plus over 20 additional contributors, all extraordinary thought leaders from a diverse range of organizations in the global nature positive movement. Read more in the [book flyer here](#).

## CHAPTER AUTHOR QUOTES

**Dr. Joseph W. Bull, Associate Professor of Climate Change Biology, University of Oxford, and author of the chapter 'The Science of Nature Positive', said:**

"Nature Positive is a lofty goal, but it will only be achieved if our efforts towards it are concrete and grounded in the best available science. We have many years of relevant research available to draw upon, and in my chapter, I explore how there has been a recent explosion of papers building on this to explore Nature Positive explicitly."

**Harvey Locke, co-founder of 'From Yellowstone to Yukon' conservation initiative, and lead author of the chapter 'Building a Nature-Positive Society', said:**

"Nature Positive is an idea that works across cultures, as our chapter sets out. Rooted in many traditions and in western science, it sets a shared direction of travel with clear milestones for all of humanity to successfully navigate one of the great challenges of our time – halting and reversing the loss of nature."

*Chapter co-written by Leroy Little Bear, Éliane Ubalijoro, Brigitte Baptiste and Fuwen Wei.*

**Eva Zabey, CEO, Business for Nature, and author of the chapter 'The Role of Business in a Nature-Positive Economy', said:**

"Business must reinvent itself – not to simply do less harm, but to protect, restore and sustainably manage nature. My chapter reveals how. It's a call to action and a roadmap for leaders ready to evolve capitalism and build resilience and value for people and the planet."

**Dorothy Maseke, Head, African Natural Capital Alliance, and author of the chapter 'Nature-Positive Finance', said:**

"This book is a call to reimagine our relationship with nature and rewire the global financial system to serve both people and planet. Finance flows must shift at scale and in ways that are inclusive, equitable and rooted in the lived realities of people everywhere, for a future where finance is used as a catalyst for regeneration, resilience and shared prosperity."

**Carlos Manuel Rodríguez, CEO, Global Environment Facility, and author of the chapter 'Nature-Positive Governance', said:**

"This important publication guides us in how to transition from nature negative to nature positive across sectors of society. Public institutions have so far failed to take us on a clear and effective path towards sustainability. We need a new paradigm for organizing the management of natural resources, and my chapter sets out how."

*Chapter co-written by Sonja Sabita Teelucksingh.*

## ENDORSEMENTS AND FOREWORD

**From the Foreword to *Becoming Nature Positive* by André Hoffmann, Vice Chairman, Roche; Member, Club of Rome; and former Vice President, WWF International:**

“What is ‘Nature Positive’, and why does it matter so much that you should read a book about it? Nature is the life-support system of Earth and, therefore, that of all of humanity and the living world. Taking care of nature means taking care of our global commons, of ourselves, and of future generations – humans, flora, and fauna alike.”

**Iván Duque Márquez, Former President of Colombia, said:**

“The authors have written a fascinating and necessary book, tackling the urgency of defining critical steps and actions needed to protect our nature and ecosystems. They do so by proposing practical nature-based solutions and inviting a sense of collective urgency. This is a book that every nature lover and anyone committed to a sustainable future should read.”

**Sylvia Earle, Oceanographer and Founder of Mission Blue, said:**

“Never before have the consequences of nature’s decline been more obvious and the need for change more urgent; never again will there be a better time to protect and restore what remains of the living systems that make our existence possible. Bravo to the authors for clearly articulating in *Becoming Nature Positive* how everyone, everywhere, can be a part of the transition from steadily losing the natural systems that underpin our existence, and tip toward treating nature as if our lives depend on it – because they do.”

## NOTES TO EDITORS

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- Learn more, including list of all contributors, [in the book flyer](#) and [on our website](#)
- Copies of *Becoming Nature Positive* can be [ordered from Routledge](#)
- To participate in our London in-person book launch event on 26 June during London Climate Action Week, register your interest to attend [here](#)

## About the Nature Positive Initiative

The [Nature Positive Initiative](#) is a diverse alliance of 27 of the world’s largest nature conservation organizations, sustainable business platforms, standard-setting organizations, academia, Indigenous and local government networks collaborating to preserve the integrity, align on guidance and support the implementation of the Nature Positive global goal for nature. The Nature Positive Initiative is reinforced by the Nature Positive Forum, a group of more than 200 organizations and institutions that have committed to uphold [the definition of Nature Positive](#) by 2030 and pursue action to secure a nature positive world. Those interested in joining can [apply to the Forum here](#) – or [subscribe to our newsletter](#) to stay updated.