



# Investing in **NATURE** is investing in the resilience of our **territory** and our **economy**

How can businesses and environmental organisations work together to restore biodiversity?

Discover the corporate offer of the **Xarxa per a la Conservació de la Natura**.



## Nature is a strategic factor

Nature is no longer just an environmental issue; it has become a strategic factor for businesses. Climate change, biodiversity loss, and ecosystem degradation are increasingly impacting resource availability, supply chains, infrastructure, and the resilience of the territory where we operate.

**Business resilience begins with resilient territories.** The water we consume, the soils that produce food, the forests that regulate the climate, and the ecosystems that protect us from extreme weather events are essential natural assets that underpin economic activity. It is no coincidence that more than half of global GDP depends moderately or highly on nature and the ecosystem services it provides (World Economic Forum).

At the same time, frameworks such as the TNFD, CSRD and ESRS reflect this shift and encourage companies to better understand their relationship with nature, manage nature-related risks and identify opportunities to generate positive impact.

In this context, **Nature-based Solutions (NbS)** offer an opportunity to turn environmental commitments into tangible action on the ground.

By investing in conservation, restoration and ecosystem regeneration projects, companies can help build more resilient territories while strengthening their own capacity to adapt to future challenges.

## What challenges are we facing?



Vulnerability of urban environments



Climate change and extreme weather events



Biodiversity loss



Degradation of productive landscapes



Water scarcity and declining water quality

Nature-based Solutions address these challenges through an integrated approach, delivering benefits for climate, biodiversity, water, landscapes and people's well-being.



## Why partner with XCN?

The Xarxa per a la Conservació de la Natura (XCN) is Catalonia's leading network of nature conservation organisations. We bring together more than **200 member organisations** and have **over 20 years of experience** advancing the conservation, restoration and regeneration of the region's natural heritage.

As a non-profit organisation recognised as being of public benefit, we act as a **bridge between businesses and the territory**, helping turn environmental commitments into conservation projects with real, measurable impact.

Our projects are delivered by XCN member organisations in collaboration with landowners, public authorities, research centres, universities and other local partners, ensuring every initiative is rooted in local knowledge and backed by strong scientific and technical expertise.

## A single point of contact to generate impact in Catalonia

We support companies throughout the entire journey, from identifying the right opportunities to project implementation, impact monitoring and communication. Through a single point of contact, businesses gain access to a portfolio of validated projects tailored to their objectives and delivered across Catalonia.

## The path to impact

A simple, flexible process designed to help every company turn its environmental commitments into measurable, positive impact on the territory.



### Definition of objectives

We identify priorities (impact, territory, ESG) and budget



### Call and proposal

Launch of the call and selection of 2–3 aligned projects



### Joint validation

You choose the project that best fits the company.



### Implementation

Project execution with local entities



### Monitoring and result

Monitoring and communication of the impact generated

# Five ways to invest in nature regeneration

Nature-based Solutions provide practical responses to Catalonia's most pressing environmental challenges. To help you explore the opportunities, we have organised the projects into five strategic areas. Each one features examples of initiatives that demonstrate how businesses can generate measurable benefits for biodiversity, water, climate and landscapes.



## Climate and territorial resilience

Restoring forests, wetlands and coastal ecosystems to strengthen the territory's capacity to adapt to climate change.

## Biodiversity restoration

Restoring habitats, protecting threatened species and supporting pollinators to build healthy, resilient ecosystems.



## Sustainable water management

Restoring rivers and freshwater ecosystems to improve water availability, water quality and climate resilience.

## Regeneration of agri-food systems and living landscapes

Supporting farming and grazing practices that strengthen biodiversity, food production and climate resilience.



## Urban Climate Adaptation

Renaturalising cities to reduce climate risks and create healthier, more liveable urban environments.

## Measurable impact

Each strategic area includes projects delivered by local conservation organisations, with measurable outcomes tailored to each company's objectives, making it possible to quantify and communicate the impact generated.

Results may include, among others, restored or managed areas, tonnes of CO<sub>2</sub> sequestered or emissions avoided (where applicable), improvements in water availability and quality, species and habitats benefiting from the actions, reduced climate risks, and people, communities and local stakeholders engaged or benefiting.

# What value does it bring to your company?

Investing in Nature-based Solutions is a strategic decision that strengthens business resilience, delivers positive impact and creates shared value.

In a context shaped by climate change, biodiversity loss and growing pressure on natural resources, investing in nature regeneration also means investing in your company's long-term success.

## 1. Manage risks

### **Reduce business risk**

Strengthen the resilience of the territories your business depends on, helping reduce exposure to climate, water and nature-related risks affecting operations, supply chains and natural resources.

### **Prepare for the future**

Advance your sustainability strategy and stay ahead of evolving frameworks such as the CSRD, ESRS and TNFD, while meeting the growing expectations of customers, investors, public authorities and other stakeholders.

## 2. Generate value

### **Drive a positive and measurable impact**

Transform sustainability commitments into concrete projects on the ground, supported by clear indicators that enable you to measure, demonstrate and communicate results.

### **Strengthen your connection with the territory**

Collaborate with local entities and contribute to create lasting benefits for communities, enhance your corporate reputation, attract and retain talent, unlock new business opportunities, and respond to the growing importance of sustainability criteria in public procurement and corporate supply chains.

## 3. Strengthen competitiveness

### **Creating long-term value**

Invest in the conservation and regeneration of the natural capital that sustains economic activity, contributing to more resilient, productive territories prepared to face the challenges of the future, while strengthening the competitiveness and adaptability of your company.

**Investing in the regeneration of the territory is investing in the resilience of the company.**



## From commitment to action

Nature is a strategic asset for human well-being, economic competitiveness, and the resilience of our territory. Investing in its conservation and regeneration is investing in our territory's capacity to of our territory to tackle climate challenges, secure essential natural resources and create long-term shared value.

More and more companies are placing nature at the heart of their sustainability strategies. The next step is to turn that commitment into tangible action by partnering with the organisations that know, protect and restore the territory every day.

**Regenerating our territory will only be possible through collaboration.**

**Together, we can build a more resilient, biodiverse and future-ready Catalonia.**

For more information, contact us at

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**Download the full Catalogue of Conservation and Regeneration Projects for Businesses**

