



NGO press briefing: A joint call for Nature Positive ambition

Date: 14 March, 12:00 CET

Title: NGO press briefing: A joint call for Nature Positive ambition

Venue: CIGC, Room 10, 2nd floor

Live stream: cbd.int/live

Speakers:

- **Marco Lambertini**, Director General, WWF International
- **Eva Zabey**, Executive Director, Business for Nature coalition

As negotiations on the post-2020 global biodiversity framework kick off in Geneva today, leading environmental organizations and business coalitions are united to voice their concern that the draft text is nowhere ambitious enough to tackle the nature crisis at hand.

14 organizations* are issuing a joint call for countries to adopt a 'Nature Positive by 2030' Mission as a central component of the final agreement adopted at the UN biodiversity conference taking place in Kunming, China, later this year.

WWF International's Director General Marco Lambertini and Business for Nature coalition Executive Director Eva Zabey will discuss why an ambitious global goal for nature is essential to drive efforts across government, business and society, and how the current text risks governments not delivering on previous nature-positive commitments. They will also set out their expectations for the Geneva negotiations and potential crunch points.

* The 14 organizations issuing the call for nature-positive ambition are BirdLife International, Business for Nature, Campaign for Nature, Capitals Coalition, Conservation International, IMAGINE, Rainforest Trust, The Nature Conservancy, Potsdam Institute for Climate Impact Research, Wildlife Conservation Society, World Business Council for Sustainable Development, World Resources Institute, WWF International, and Yellowstone to Yukon Conservation Initiative.

Contact news@wwfint.org and lucy.coast@businessfornature.org if you would like to receive further information, including press release, on the joint call underpinned by a [new paper](#).