



## Build Forward Better

### Towards a just, nature positive and carbon neutral world

#### Key Messages

WWF welcomes the UK Presidency of the G7 and its aim to build back better from the COVID-19 pandemic. We believe however, that to **build forward better** is necessary, to put the world on a path to a more sustainable and equitable future, for the health, wellbeing and prosperity of all people. The COVID-19 pandemic is both a wake-up call and an opportunity to urgently transform our broken relationship with our natural environment. To tackle climate change and biodiversity loss, and prevent future global pandemics, we must put ourselves on a path towards a just, nature positive and carbon neutral world. WWF has a number of recommendations relating to each of the priorities for G7 set by the UK Presidency:

#### ***Leading the global recovery from coronavirus while strengthening our resilience against future pandemics***

WWF urges the G7 to:

- ***Prioritize prevention of future pandemics*** through addressing **high risk wildlife trade, the risks associated with intensive livestock production and conversion of forests leading to deforestation**
- ***Commit*** to creating a **Global Commission for Economy and Nature**, acknowledging that economic prosperity is dependent on a healthy and diverse planet

#### ***Tackling climate change and preserving the planet's biodiversity***

The interconnected crises of climate change and biodiversity loss must be addressed in tandem. We urge G7 to:

- ***Consolidate a just transition from fossil fuels***
- ***Commit*** to creating a **G7 Net-Zero Financial System Taskforce**
- ***Unlock public climate and biodiversity finance***
- ***Prioritise*** the role of **nature for climate ambition**
- ***Secure*** a **transformational global biodiversity framework** at CBD COP 15
- ***Secure*** an ambitious, legally binding **instrument on biodiversity beyond national jurisdiction**, under the United Nations Convention on the Law of Sea
- ***Advocate for*** a **new legally binding international agreement on plastic pollution**
- ***Advocate for*** a **global moratorium on deep seabed mining**, and commit to investing in a **circular minerals economy**
- ***Redesign food production systems and supply chains.***

### ***Championing our shared values***

The protection and restoration of nature is critical to ending poverty and achieving the Sustainable Development Goals. WWF encourages all G7 countries to:

- *Endorse the **Leaders Pledge for Nature***, to reverse biodiversity loss by 2030 for sustainable development
- *Commit to adopting **integrated policies for food systems transformation***, to promote biodiversity, food security, provide healthy and nutritious food for all, and farming for climate mitigation and adaptation, including through support for nature-positive and sustainable agricultural production, and measures that reduce costs of sustainable diets, halve food loss and waste, and tackle poverty
- *Deliver on their commitment* to maintain the integrity of the 2030 Agenda, including by ensuring ambitious and continuous action on the **targets of the Sustainable Development Goals with a 2020 timeline**, twelve of which are **environmental related targets**<sup>1</sup>.

### ***Promoting our future prosperity by championing green and fair trade***

For sustainable development, we must ensure transparent and responsible trade, supply chains, markets, investments and finance for sustainable commodities. We call on G7 to eliminate **deforestation and conversion of natural ecosystems from all supply chains**, including agriculture and forest commodities, by:

- *Implementing and enforcing legislation to prevent all deforestation, conversion of ecosystems and human rights abuses associated with commodities*
- *Providing technical and financial support* for fair and sustainable production and ecosystems management, including support for smallholders in producing countries
- Including social and environmental criteria in trade agreements.

## **Leading the global recovery from coronavirus while strengthening our resilience against future pandemics**

The global recovery from COVID-19 can, and must be a green and just one. Green investment is highly compatible with recovery priorities, as it can drive fast job creation, create new economic opportunities, and have multiple other benefits. For every \$1 spent on nature restoration, at least \$9 of economic benefit can be expected<sup>2</sup>. A 2020 study by the World Economic Forum found that nature positive solutions will create \$10.1 trillion in business opportunities and 395 million new jobs by 2030.

Zoonotic diseases like COVID-19 are driven by human interaction with nature. Wildlife exploitation and land use change (e.g. deforestation) for intensified agriculture are putting humans and livestock in ever closer contact with high-risk wild animals, increasing chances that disease will spread. These key

---

<sup>1</sup> [A/RES/74/4](#) - Resolution adopted by the General Assembly on 15 October 2019: Political declaration of the high-level political forum on sustainable development convened under the auspices of the General Assembly.

<sup>2</sup> UNEP, FAO, Strategy of the UN Decade on Ecosystem Restoration (2020).

drivers of zoonotic disease are the same ones driving biodiversity loss and climate change, which are close to breaching planetary boundaries, leading us to a tipping point of no return.

It is vital to use this crisis to build forward better to reduce the likelihood of future climate and nature induced shocks, and increase resilience to shocks that do come. We can build a recovery that addresses the shared drivers of climate change, biodiversity loss and zoonotic disease outbreaks, by protecting ecosystems to prevent further habitat loss and restoring degraded ones. We must address the way we produce and consume, including through transforming our financial systems in a way that values nature and ensures that mainstream financial flows support, rather than harm, our natural assets.

A carbon net zero, nature positive economy requires frameworks and regulations to make sure financial flows are aligned with the global climate and biodiversity goals. On the climate front, much progress has been made via the Task Force on Climate-related Financial Disclosures (TCFD). Governments and financial regulators now need to take the necessary legislative and/or regulatory measures to make TCFD recommendations mandatory to set the financial system in a net zero trajectory.

Nature needs to be part of the equation to meet the net zero ambition. G7 countries should continue to support efforts to create a common framework for financial institutions and corporates to disclose and act on nature related risks and impacts, such as the Taskforce on Nature-related Financial Disclosures (TNFD).

## Recommendations

WWF urges G7 countries to:

- **Prioritize the prevention of future pandemics** through addressing root causes, such as **high-risk wildlife trade, the risks associated with intensive livestock production and deforestation**. More specifically:
  - Supporting action to eliminate illegal and unregulated meat and live animal markets, as well as other high-risk markets;
  - Scaling up efforts to combat wildlife trafficking;
  - Addressing the zoonotic risks associated with habitat degradation and deforestation;
  - Improving practice in the livestock farming sector, including the farming of mustelids and viverrids for food, fur and other products;
  - Transforming food systems, which drive deforestation and wildlife trade (increasingly because of demand for animal products in G7 and G20 countries);
  - Integrating a “One-Health” approach in all relevant policies, aiming to address health and ecosystem protection in an integrated way.
- **Commit to creating a Global Commission for Economy and Nature**, made up of Ministers of finance and economy, business and finance leaders, civil society and specialists, with a funded Secretariat (similar to the Global Commission for Economy and Climate). This would build on the findings of the Dasgupta Review and other relevant evidence, to take forward discussion in countries across the world on how nature loss will affect future national and global economic prospects and access to capital, how to prioritise investment in natural capital to yield maximum

economic and social benefits, and what kinds of policies and financing mechanisms are required to facilitate that investment.

## Tackling climate change and preserving the planet's biodiversity

The planetary emergency we are facing, through the interconnected crises of climate change and biodiversity loss, requires little introduction. We know that in order to abate the climate induced catastrophes the world is increasingly experiencing, we must consolidate a just transition from fossil fuels, unlock climate and biodiversity finance and prioritize the role of nature for climate ambition. To ensure that nature and ecosystems can continue to provide people with essential benefits such as climate regulation, clean air, water, food, energy and cultural services, we need to reduce our demands on nature (through more sustainable production and consumption) and increase nature's supply (through protecting and restoring biodiversity).

Alongside channelling existing financial flows - public and private – into economic activities that encourage sustainable production and consumption activities and enhance the stock of natural assets, we need to scale up investment in climate and nature.

### Recommendations

*WWF urges G7 countries to:*

- **Consolidate a just transition from fossil fuels**, through:
  - phasing out fossil fuel subsidies;
  - establishing a coordinated carbon price;
  - defining principles, policies and measures for a just transition of the workforce and the creation of decent work and quality jobs.
- **Commit to creating a G7 Net-Zero Financial System Taskforce**, to develop recommendations on the public policy agenda for building a strong net-zero finance system, and publish a report in 2022. This process would result in a roadmap, outlining the key steps required including:
  - Using legislative and/or supervisory mechanisms to make TCFD recommended disclosures mandatory in all G7 countries;
  - Incorporating climate / net zero objectives into the mandate of financial regulators;
  - Mandating the disclosure and monitoring of Paris-alignment plans by financial institutions;
  - Setting standards for the Paris-alignment plans including expectations on interim target setting to ensure emissions are reduced in line with achieving 1.5 degrees.
  - Incorporating nature-related risks and opportunities into Paris-alignment plans building on and supporting the work of the TNFD;
  - Providing regulatory incentives and penalties to drive the transition at the necessary pace e.g. through appropriate capital risk weightings, listings rules etc.;
  - Collaborating towards setting global taxonomies that can help create common definitions of economic activities most conducive to ensuring that emissions are reduced in line with achieving 1.5 degrees;

- Supporting the adoption of the Sustainable Blue Economy Finance Principles by public and private sector finance organizations to assure an equitable and sustainable blue economy, protect and restore marine and coastal ecosystems and build the resilience of vulnerable coastal communities.

The Taskforce, comprising officials and experts from each G7 country, would meet at each subsequent G7 meeting until 2030 to report on policies and progress toward a Paris-aligned, net-zero finance system. The Taskforce would also work in collaboration with the Coalition of Finance Ministers for Climate Action and the Sustainable Finance Working Group at the G20 level.

- **Unlock public climate and biodiversity finance**, through:
  - Fulfilling the \$100 billion climate funding commitment;
  - Increase international development finance for biodiversity, including through the Global Environment Facility (GEF);
  - Aligning green recovery finance to climate change, the transition from fossil fuels and addressing biodiversity loss;
  - Providing new and additional resources for adaptation and loss and damage;
  - Considering a target of at least 30% of climate funding for nature-based solutions;
  - Ending and repurposing harmful subsidies to finance nature-based solutions.
- **Prioritise the role of nature for climate ambition**, through:
  - Including the ocean, coasts and nature-based solutions in NDCs and implementation plans, National Adaptation Plans (NAPs) and net zero/long term strategies, also considering international cooperation and finance for developing and vulnerable countries;
  - Defining mechanisms and guidance for how nature-based solutions linked to coasts and oceans, including blue carbon, can be practically implemented, financed and reported upon<sup>3</sup>;
  - Incorporating nature positive food production on land as part of nature-based solutions and climate adaptation strategies in NDCs;
  - Providing technical and financial support to accelerate progress towards the 350 million hectares of forest restoration under the Bonn Challenge in the UN Decade on Ecosystem Restoration.
- **Ensure a successful outcome of the negotiations under the Convention on Biological Diversity**, through the adoption of a **transformational global biodiversity framework** at the 15th meeting of the Conference of Parties (COP15) in October 2021, with clear linkages to other relevant global agreements. This should include:
  - An ambitious mission to halt and reverse biodiversity loss to become nature positive by 2030, and including the commitment to protect and conserve 30% of land and sea (coastal and marine areas);
  - A goal to halve the negative ecological footprint of production and consumption supported by targets that address the drivers of nature loss;
  - A resource mobilization strategy to eliminate and/or repurpose all harmful incentives, align all public and private financial flows with biodiversity, and increase funding to low income countries to reverse biodiversity loss;
  - Strong and transparent implementation and accountability mechanisms;

---

<sup>3</sup> Strong linkages can be made to the Decades for Ocean Science and Ecosystem Restoration.

- Integration of a human rights-based approach into biodiversity conservation, engaging the whole of society in efforts.
- **Secure** an ambitious, legally binding **instrument on biodiversity beyond national jurisdiction**, under the United Nations Convention on the Law of Sea, that sets out a designation process for networks of high seas marine protected areas and ensures sustainable use of biodiversity in areas beyond national jurisdiction, through enhanced cooperation and integrated ecosystem-based ocean management.
- **Advocate** for a **new legally binding international agreement on plastic pollution** that sets national reduction targets, increases accountability and improves global standards.
- **Advocate** for a **global moratorium on deep seabed mining**: a precautionary spirit should define our stewardship of the natural world and natural resources. Investments must be directed towards building a circular economy rather than encouraging linear resource use. A global moratorium on deep seabed mining is a first step in that direction.

## Championing our shared values

The COVID-19 pandemic has demonstrated just how fragile people, economies, and global systems are to major shocks. A study by UNDP has found that COVID-19 could increase the number of people living in extreme poverty to more than 1 billion by 2030, with a quarter of a billion people pushed into extreme poverty as a direct result of the pandemic<sup>4</sup>. Nature plays a critical role in providing food and feed, energy, medicines for all of us, but especially the world's most vulnerable people. The protection and restoration of nature is critical to ending poverty and achieving the Sustainable Development Goals.

Our food systems are putting an impossible strain on nature and failing to nourish all people on the planet. Agriculture is the single largest cause of land-use change and habitat destruction<sup>5</sup>, accounting for 80% of all land-use change globally<sup>6</sup>. Unsustainable wild capture fisheries have resulted in decimated fish populations, countless species being caught as bycatch, eroding ocean health and impacting livelihoods and food security for coastal communities. The agri-food and fisheries sector are also very inefficient, as a third of all the food that is produced is lost or wasted along the value chain<sup>7</sup>. The challenge is to improve our food production systems, without exceeding the carrying capacity of ecosystems and the planet, to meet the food and nutrition needs of current and future generations. This requires a paradigm shift from maximizing production at the expense of nature, to fishing and farming with biodiversity to achieve nature positive production at scale. The upcoming UN Food Systems Summit provides a unique opportunity for systemic change of food systems and the support of a pathway towards a net zero emission food system.

---

<sup>4</sup> UNDP and the Pardee Center for International Futures at the University of Denver (2020).

<sup>5</sup> Newbold, T., et al. (2015) 'Global effects of land use on local terrestrial biodiversity', *Nature*, 520 (7545).

<sup>6</sup> IPBES (2019): Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services.

<sup>7</sup> FAO. 2011. Global food losses and food waste – Extent, causes and prevention. Rome.

<sup>8</sup> FAO 2020, The State of the World's Fisheries and Aquaculture. Rome.

## Recommendations

WWF encourages all G7 countries to:

- *Endorse* the **Leaders Pledge for Nature**<sup>9</sup>, committing to reverse biodiversity loss by 2030 for sustainable development, and translating commitments into transformational actions in key moments including the upcoming UN Food Systems Summit.
- *Commit* to adopting integrated policies for **food systems transformation** to promote biodiversity, food security, and farming for climate mitigation and adaptation, including:
  - Providing and scaling up technical and financial support for **nature positive agricultural production** focusing on approaches with high jobs creation potential such as agro-ecological and regenerative practices that include support for smallholders in developing countries;
  - Ensuring access to safe, nutritious and sustainable food for all, through measures that **reduce costs of sustainable diets**, and increase both food availability and consumer purchasing power;
  - **Halving food loss and waste**, through public procurement and incentives for the private sector;
  - **Tackling poverty** from a multi-dimensional perspective, including through **securing land and sea use rights** for Indigenous Peoples, local communities and women; measures that ensure fairer distribution of benefits, eliminating **subsidies harmful to biodiversity**; increasing nature positive, carbon neutral and equitable investments and support schemes for smallholders in producing countries.

## Promoting our future prosperity by championing green and fair trade

The 2030 Agenda for Sustainable Development defines international trade as “an engine for inclusive economic growth and poverty reduction, [that] contributes to the promotion of sustainable development”. Critically for sustainable development, trade must also be consistent with the environmental dimension of the SDGs.

International demand for commodities is a major driver of deforestation, ecosystem conversion and ocean depletion. Decoupling the production of and demand for commodities and nature loss needs to be addressed as a matter of urgency.

## Recommendations

We call on G7 countries to:

---

<sup>9</sup> The Leaders Pledge for Nature: United to Reverse Biodiversity loss by 2030 for Sustainable development was launched in contribution to the 2020 UN Summit on Biodiversity and is now endorsed by 84 Heads of State and Government and the President of the European Commission - <https://www.leaderspledgefornature.org/>.

- **Eliminate deforestation and conversion of natural ecosystems from all supply chains**, including forest and agricultural commodities for food, feed, biofuel, wood, rubber and paper, **immediately**, by:
  - **Implementing legislation to prevent all deforestation, conversion of natural ecosystems and human rights abuses associated with commodities** produced in or imported into their countries;
  - **Providing and scaling up technical and financial support** for fair and sustainable agriculture and forestry production, as well as sustainable and inclusive ecosystems management including **support for smallholders in producing countries**;
  - Including social and environmental criteria in trade agreements;
  - Delivering on previous signed agreements and commitments on deforestation, such as the New York Declaration of Forests that were due in 2020.

The [Accountability Framework](#) should be used as a common reference in addressing these challenges by creating a level playing field and common metrics to measure progress.

**For more information**

Dr Lin Li  
Director, Global Policy and Advocacy  
linli@wwfint.org



Working to sustain the natural world for the benefit of people and wildlife.

together possible panda.org

WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved.  
WWF, 28 rue Mauverney, 1196 Gland, Switzerland. Tel. +41 22 364 9111  
CH-550.0.128.920-7.