



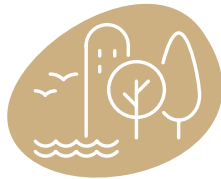
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## TAKE PART IN BIODIVERSITY RESTORATION BY :



Preserving and  
restoring biodiversity

- Promote, co-finance and evaluate NBS projects' effectiveness
- Mobilize public and private stakeholders for biodiversity and climate protection
- Secure and monitor projects until 2050



Adapting territories  
to existing and future  
climate change effects



Mitigating  
climate change

# NATURE 2050

Become a part of a long term climate  
change adaptation program by  
supporting Nature Based Solutions

## SUPPORT VOLUNTARY INITIATIVES

- Nature 2050 funding allocated to effective **renaturation work**
- Improved biodiversity conditions measured by **monitoring indicators**
- Projects site secured until **2050**
- **Co-funding** acquired by project leaders for leverage effect
- **Pre-feasibility studies** demonstrating the relevance of the project
- **Project** part of a **globally-integrated** approach
- Minimum intervention surface of **5,000 m<sup>2</sup>**

**5€ invested in the program = 1m<sup>2</sup>**  
of biodiversity restored and adapted to climate change  
**UNTIL 2050**

## LOCALLY-GROUNDED PROJECTS, ENABLING YOU TO CONTRIBUTE TO TACKLING CLIMATE CHANGE AND ITS IMPACTS

- **Projects leaders:** local authorities, public institutions, associations and NGOs, forestry companies, farmers
- **Public partners:** State, French Biodiversity Agency (OFB), Water Agencies, Regions, departments, ...
- **Scientific partners:** CNRS, INRAE, CNPN, naturalist associations (LPO, FNE, CPIE, etc.).
- **Economic players:** contributors to projects of public interest



**CDC** BIODIVERSITÉ



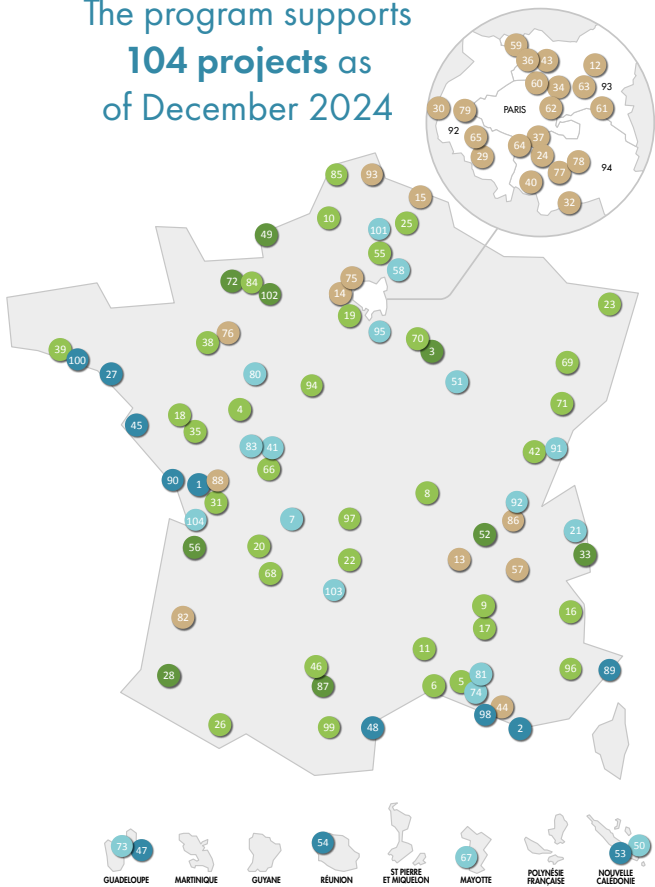
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# EACH YEAR, THE PROGRAM INTEGRATES NEW PROJECTS THAT WILL BE MONITORED UNTIL 2050

The program supports  
**104 projects** as  
of December 2024



**Restoration of wetlands and watercourses**



**Agricultural and forestry transitions**



**Ecological continuities restoration**



**Biodiversity in cities**

## 5 ACTION TARGETS

- Coastal protection against storms
- Coastline erosion control
- Carbon sequestration

- Flood and drought prevention
- Water purification
- Preservation of wetland biodiversity
- Carbon sequestration

- Adapt crops to climate change
- Maintain ecosystem services
- Carbon sequestration

- Maintain exchanges between animal populations: reproduction, feeding, shelter
- Maintain genetic diversity and adaptability of flora and fauna

- Tackle the urban heat island effect
- Absorb run-off water
- Improve air quality

## YOUR BENEFITS AS A CONTRIBUTOR

### The effect of your contribution on ecosystems

• **Restoration:** Your contribution is allocated to the restoration of ecosystems essential to the **resilience of territories** through the **implementation of Nature-based Solutions (NBS)**. These NBS aim to promote the conservation of biodiversity and the provision of ecosystem services focused on the impacts of climate change, and foster resilience in the face of these challenges. Support of NBS projects therefore makes it possible to **provide a joint response to the challenges of biodiversity erosion and climate change adaptation and mitigation**. In this way, **your company's climate and biodiversity strategies** can be brought closer together.

• **Monitoring:** The projects are subject to long-term monitoring of the restored ecosystems in order to demonstrate the interest and effectiveness of the NBS implemented for every **5€** (excl.VAT), Nature 2050 undertakes to **restore and monitor 1m²** until 2050.

• **Scope of action :** Beyond the surface area of the work, the restoration of an ecosystem impacts **much larger surfaces**, enabling the maintenance or restoration of essential ecosystem services such as pollination, flood regulation, climate, cultural services, etc.

### Involve your employees and partners

• As a Nature 2050 contributor, you benefit from the support of CDC Biodiversité experts: raising awareness of **biodiversity issues** among your employees, advising on your company's **CSR strategy**, offering the first steps for an assessment of **your biodiversity footprint**, providing recommendations for welcoming biodiversity on your land, etc.

• Nature 2050 organizes on-site days for its partners: **participative workcamps**, site visits, biodiversity monitoring, ... on the majority of our projects, which are open to the public.



Participatory planting with contributors on the Nonette project

### Value your contribution

• As Fonds Nature 2050 is a non-profit organization, **donations are tax-deductible** up to 60% (within the limit of 0.5% of sales revenues EXCL. VAT).

• Participating in the Nature 2050 program enables you to support projects that are **close to your company site** for **concrete, local action** rather than relocating and responding to issues that are far removed from your stakeholders. The **proximity** of the projects, and their **regular evaluation** (monitoring of indicators and annual reporting) ensure the **rigor and reliability** of the projects.

• Only 9% of NBS funding comes from private sources in the European Union : **your contribution stands out** from other CSR strategies. It can **set you apart** from the competition, particularly with local players (local authorities, customers and partners).

• Nature 2050 provides **turnkey elements** for the **mandatory reporting\*** of its contributors in terms of biodiversity and climate, with quantified indicators.

\* gradual implementation between 2025 and 2028 (companies with fewer than 750 employees benefit a two-year exemption period from their first year of CSRD reporting before being required to comply with ESRS E4)

2024 Nature 2050 symposium bringing together contributors, project leaders and program partners





# VALUING YOUR NATURE 2050 CONTRIBUTION IN YOUR REPORTING



Thanks to the program's various action targets, **your contribution to Nature 2050** is part of **your response to the CSRD's ESRS** (European Sustainability Reporting Standards), in particular:

ESRS E1 - Climate ;

ESRS E2 - Pollution ;

ESRS E3 - Water and marine resources;

ESRS E4 - Biodiversity and ecosystems.



Any support of Nature 2050 enables you to report on your participation (via quantified and certified indicators) in major international objectives and frameworks (**Paris Agreement, Convention on Biological Diversity, United Nations Framework Convention on Climate Change, Green Pact; Water Framework Directive; SDGs; Global Biodiversity Framework, etc.**).



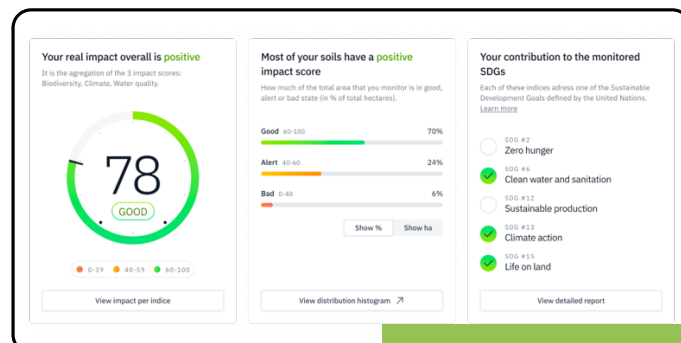
Soil sampling by Genesis on the Saint-Ouen project, Seine Saint Denis, France

## A ROBUST MONITORING AND EVALUATION APPROACH TO MEASURE THE EFFICIENCY OF FUNDED PROJECTS

- An average of **5 indicator categories** monitored per project up to 2050, to demonstrate the effectiveness of NBS in making ecosystems and territories more resilient to the effects of climate change: **soil health** (via ~20 different metrics), **photo monitoring**, **biodiversity**, climate and territory indicators.
- Indicators financed by the Nature 2050 program for consistent, robust monitoring of almost all projects
- **Feedback to project leaders** to support best practices
- Regular meetings to update you on **newly integrated projects**

### UNDER DEVELOPMENT:

- **Contributor access to monitoring indicators** for projects financed thanks to your support
- Elements for evaluating these indicators in relation to sustainable development goals for **your reporting purposes**



Indicative soil health score for a project by Genesis, Nature 2050 partner

CLICK HERE TO JOIN US !

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