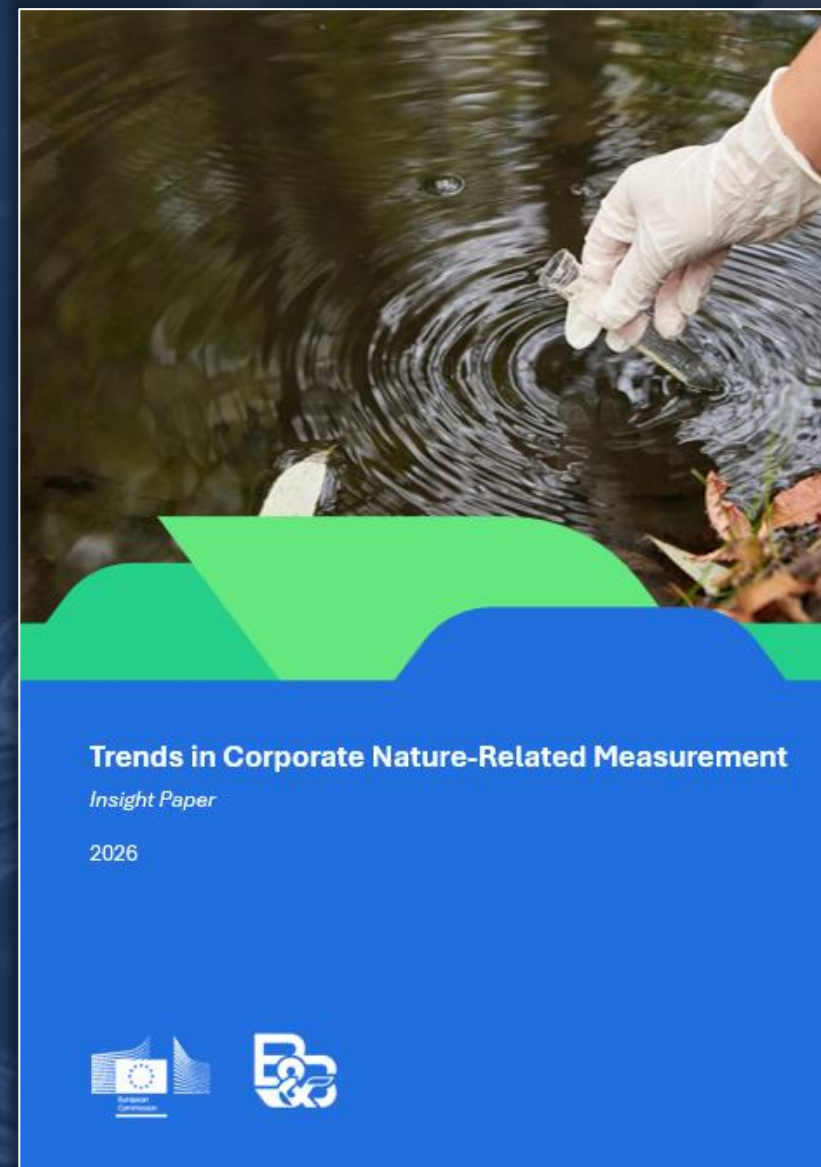


TRENDS IN CORPORATE NATURE-RELATED MEASUREMENT

Jo De Ryck & Johan Lammerant



European Business &
Biodiversity Platform



HELLO!

B&B PLATFORM X ARCADIS



- Supporting businesses & financial institutions on their biodiversity journey
- Addressing technical and organisational barriers to action



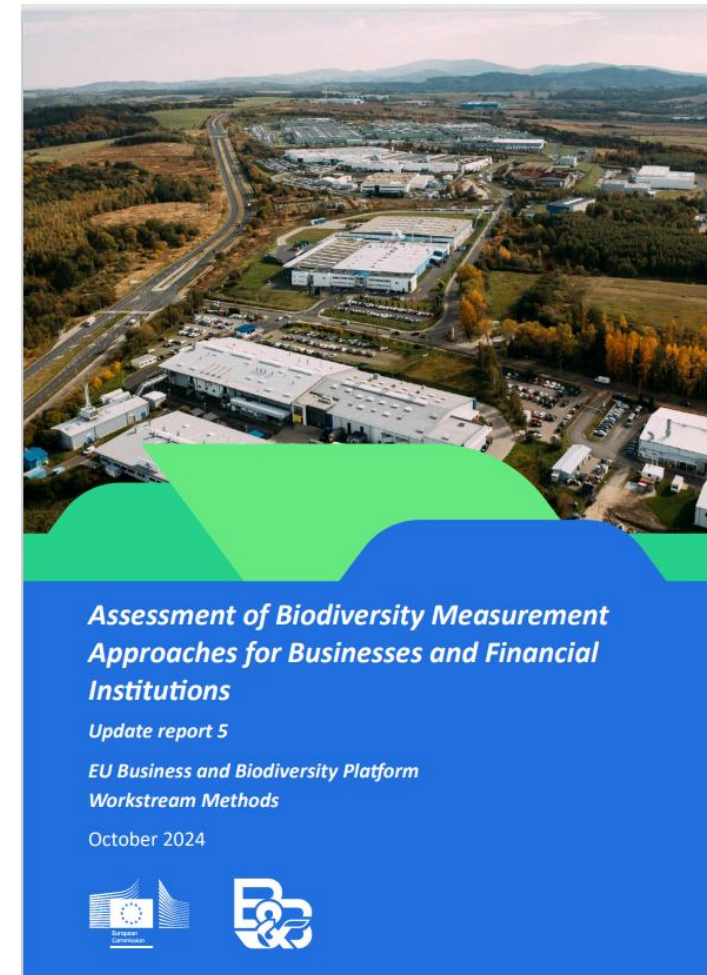
B&B Methods Workstream

Methods • Metrics • Tools • Data

Helping organisations identify fit-for-purpose approaches and navigate complex nature-related measurement questions



UPDATE REPORTS: helping companies navigate biodiversity measurement approaches



THEMATIC REPORTS: deep dives into emerging nature-related topics & challenges



LATEST PUBLICATION

INSIGHT PAPER

- Where nature measurement is going
- Which info do you need, and for what purpose?
- How to use nature data to make better decisions?
- Previous work, literature review, expert interviews



Trends in Corporate Nature-Related Measurement

Insight Paper

2026



EIGHT TRENDS

ONE BROADER SHIFT

From measurement as a technical exercise to measurement as decision support



TREND 1 | FROM NATURE DATA TO NATURE INTELLIGENCE



TREND 2 | INTEGRATION OF TOOLS & DATABASES INTO DATA PLATFORMS



TREND 3 | TOWARDS HARMONISED MEASUREMENT APPROACHES



TREND 4 | GROWING IMPORTANCE OF STATE-OF-NATURE MEASUREMENT



TREND 5 | INNOVATIVE DATA COLLECTION & AI



TREND 6 | LANDSCAPE & VALUE-CHAIN ASSESSMENT



TREND 7 | INTEGRATED NATURE-RISK ASSESSMENT



TREND 8 | EVOLVING SKILLSET OF SUSTAINABILITY PROFESSIONALS



TREND 1 | FROM NATURE DATA TO NATURE INTELLIGENCE

MORE DATA **≠ BETTER DECISIONS**

- Data become useful through context + interpretation
- Match the level of evidence to the decision
- Nature intelligence helps prioritise, decide, act

PROXIMITY • PRESSURE • SENSITIVITY • MATERIALITY



TREND 2 | INTEGRATION OF TOOLS & DATABASES INTO DATA PLATFORMS

FROM STAND-ALONE TOOLS TO INTEGRATED PLATFORMS

- Biodiversity data + company data + analytical workflows
- More scalable assessment across sites & portfolios
- Still requires transparency & expert interpretation

ENCORE • BIODIVERSITY RISK FILTER • NEST





TREND 3 | TOWARDS HARMONISED MEASUREMENT APPROACHES

MORE HARMONISATION

≠ ONE UNIVERSAL SOLUTION

- More consistency in how measurement approaches are selected, combined & applied
- Clearer measurement principles, requirements & processes
- Comparable where possible / flexible where ecological context requires it

ALIGN • NPI STATE-OF-NATURE METRICS • NATURE MEASUREMENT PROTOCOL • TNFD LEAP



TREND 4 | GROWING IMPORTANCE OF STATE-OF-NATURE MEASUREMENT

ACTION

≠ OUTCOME

- **Pressures & actions**

E.g. water use, land conversion, restoration

→ Useful for management, but not evidence of ecological outcomes

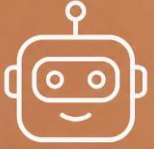
- **What happened to nature?**

E.g. ecosystem condition, habitat extent, species populations

→ State-of-nature evidence

TARGETS • CLAIMS • NATURE CREDITS





NEW TECH, MORE DATA

≠ BETTER EVIDENCE

- New tech can complement traditional surveys and close data gaps
- Increasing scale, frequency, automation
- Validation + ecological interpretation remain essential

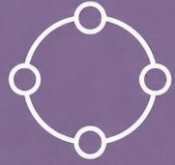
eDNA • BIOACOUSTICS • REMOTE SENSING • CAMERA TRAPS • AI



BEYOND THE FENCE INTO THE LANDSCAPE

- Beyond direct operations/site: value chain + sourcing regions + landscape
- Where are the impacts & dependencies?
- Who has responsibility or influence?
- What requires collaboration or collective action?

TRACEABILITY • ECOLOGICAL CONTEXT • STAKEHOLDER ENGAGEMENT



NATURE IS CONNECTED

SO ASSESS IT THAT WAY

- Understand interactions, trade-offs, synergies
- Combine multiple datasets, risk dimensions, scenarios
- Move towards a more integrated view of nature-related risk

WATER • SOIL • CLIMATE • AIR • ECOSYSTEM SERVICES • BIODIVERSITY



MEASURING IS ONE THING

MAKING SENSE OF IT IS ANOTHER

- **Technical:** ecology, GIS, data, methods
- **Translation:** business understanding, reliability, importance, next steps
- Extend beyond the sustainability team: risk, finance, procurement, strategy, communication

INTERPRET • TRANSLATE • COMMUNICATE • ACT

SO WHAT?

MAKE MEASUREMENT MORE USEFUL

- Start with the decision, not the tool
- Match the evidence to the decision
- Use tech to support judgement, not replace it
- Look beyond the site, and beyond biodiversity
- Invest in interpretation and follow-up

REPORTS

& MORE



CONNECT

WITH JO

