

Better Nature

The issue

Nature, the environment, biodiversity – however we call it – needs to become central to emerging efforts to redesign our social, economic and political systems. People need a new, compelling narrative which moves beyond the bleak story that dominates today and focuses on the many things that can be done to reverse current trends.

The response

In 2017, the Luc Hoffmann Institute, the United Nations Environment Programme (UNEP), the World Economic Forum and the Oxford Martin School initiated Better Nature (formerly known as 'Conservation Futures') to explore new approaches to nature conservation, working with key actors to mobilise the most promising innovations. The initiative aspired to make healthy nature central to all human activity and create the conditions in which efforts to improve biodiversity and nature can flourish.



Better Nature brought together leading thinkers and practitioners to identify solutions to longstanding challenges, with the aim of growing the conservation community. A meeting hosted by the Luc Hoffmann Institute and UNEP in March 2018 involved new sectors – notably communication, finance and technology. The final design, which drew participation from more than 100 experts worldwide, accelerated the initiative as of July 2018. In the end, the initiative was endorsed by UNEP's executive director Erik Solheim, and was given wings as an independent, championed effort thanks to launch funding won from the Italian government. In 2019, the independent initiative received further development funding from the United Nations Development Programme.

Better Nature contributed to global efforts to accelerate the delivery of the 2030 Agenda for Sustainable Development.

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