INVESTING IN NATURE-BASED SOLUTIONS

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The European Investment Bank, in collaboration with the European Commission, has published a [report on nature-based solutions in Europe](). The report highlights that more than 50% of global Gross Domestic Product depends on nature and biodiversity, but most of nature's benefits do not have a market value, reducing the incentive for the private sector to invest in these solutions.

According to the report, increased investment in nature-based solutions is needed to meet climate change, biodiversity and land degradation targets. It estimates that investment must triple by 2030 and quadruple by 2050, with a cumulative investment of up to $8.1 trillion and an annual investment rate of $536 billion.

To attract private investment, it is suggested to reduce implementation costs, increase benefits, improve impact measurement and reduce associated risks. In addition, the importance of a regulatory agenda and a better understanding of the benefits of these solutions is highlighted.

In summary, the report highlights the importance of investing in nature-based solutions to boost Europe's economy and finance. By increasing private investment, clarifying benefits and risks, and encouraging cooperation and innovation, we can build a more sustainable and resilient economy.