Launch
'NbS Blueprint – Building business cases for Nature-based Solutions'
& Nature-based Solutions Map Version Zero

Social Media Toolkit

URLs for tools	WBCSD Handles
NbS Blueprint https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases/Resources/Nature-based-Solutions-Blueprint **Nature-based Solutions Map** https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases/Resources/Nature-based-Solutions-Map **Landing page for both assets** https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases	**LinkedIn: @WBCSD** **X/Twitter: @wbcsd** **Hashtags** #NatureBasedSolutions #NaturePositive #NbSBlueprint **#WorldEnvironmentDay** **Visuals available on folder here:** NbS Blueprint and Solutions Map launch assets
POSTS	**VISUALS**
To support companies in identifying and building business cases for #Nature-based Solutions, we are marking this **#WorldEnvironmentDay** with the release of two new tools: the NbS Blueprint and the Nature-based Solutions Map. Developed in collaboration with over 50 global companies and members, and external partners, these tools guide companies in addressing business challenges while delivering on #climate, #nature and #equity action. Learn more: https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases/Resources/Nature-based-Solutions-Blueprint	 The NbS Blueprint →Building business cases for Nature-based Solutions

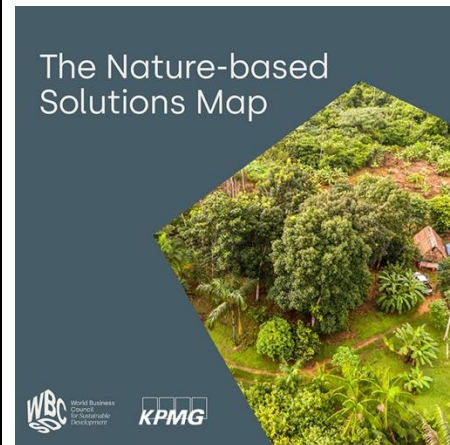|	
@WBCSD #NbSBlueprint and case studies have been developed to provide companies with a practical "how-to" guide on building business cases for using #NatureBasedSolutions. We have shared our journey for one of the eight case studies. Download now: https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases/Resources/Nature-based-Solutions-Blueprint	
@WBCSD @KPMG have joined forces to develop the Nature-based Solutions Map, a tool designed to help companies identify the types of NbS that best address their priority challenges and opportunities, enabling them to build stronger business cases for using NbS. The result is a map showing how and where each type of Nature-based Solutions can offer value to companies and society, as well as the biomes/regions where each NbS can be applied. The final tool is under development, but for now check the version zero: https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases/Resources/Nature-based-Solutions-Map	
@WBCSD The NbS Blueprint and Nature-based Solutions Map have been developed through extensive collaboration with us and other members and partners, to provide companies with a practical "how-to" guide on building business cases for using #NaturebasedSolutions. Designed for all companies at various stages of the #natureaction journey, the tools can be used to identify and apply #NbS that address business challenges and opportunities while also delivering positive impact on major societal challenges.	

Companies can address common problems – risk management, cost reduction, supply chain resilience and others – in a way that progresses their action on #climate, #nature and #equity.

Check now: https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases

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This **#WorldEnvironmentDay** @WBCSD is launching the NbS Blueprint and Nature-based Solutions Map, developed in collaboration with us and other members and partners, to offer companies:

1. An entry point to #NbS from the business side, connecting the company's own rationale for action to the need for #NatureAction;

2. A selection of available NbS, categorized by the business challenges that they can address, and

3. A structured six-stage approach to build business cases suitable for NbS – including tools and processes for stakeholder engagement, identifying broader business and societal benefits and the fundamental aspects of designing and costing NbS activities.

Download: https://www.wbcsd.org/Imperatives/Nature-Action/Nature-based-Solutions/NbS-Business-Cases

Report thumbnails in folder here.

OR

NbS Blueprint & Nature-based Solutions Map