

Sir,

World headlines have yet again warned of the shocking and dangerous rate at which we are warming the planet, burning forests, and driving species to extinction - all of which will also hit the most vulnerable people hardest.

So, it is encouraging that more than 70 [world leaders have endorsed a Pledge](#) to reverse nature loss by 2030 [['Biodiversity crisis: World leaders pledge to 'reverse' destruction of natural world by 2030'](#), *The Independent*, 28 Sep].

Nature loss threatens the global economy, and human health and wellbeing – with the poorest and most vulnerable often suffering most. The climate and biodiversity crises are inextricably linked - fail to solve one, and we fail on both. We need to address both of these complex challenges to reach a future that is nature-positive, carbon-neutral, and equitable for all.

In addition to reducing emissions, we need to retain and restore natural ecosystems, and halt the decline of biodiversity. A nature-positive economy includes reforming food systems and redirecting existing financial resources to ensure they work for and not against nature, for the benefit of people as well as the economy. And finally, we need to be able to measure what's working and what's not.

Collectively, we need a [Global Goal for Nature](#) to preserve the natural world we all depend on. At a time when the recent UN [Global Biodiversity Outlook](#) that none of the 2020 Aichi biodiversity targets have been fully met, a science-based, measurable and inspirational Global Goal for Nature can help as we take on perhaps the most ambitious task of our civilisation: to rebalance our relationship with the natural world. This means we must stop losing and start recovering nature, so that by the end of this decade we have more nature than we do today.

As governments around the world develop economic recovery packages, now is the time to combine forces to tackle the triple crises for people, for nature, and the climate and turn ideas and pledges into concrete commitments and action.

Sincerely,

- Marco Lambertini, Director General, WWF International
- Jennifer Morris, CEO, The Nature Conservancy
- Carlos Manuel Rodriguez, CEO & Chairperson, The Global Environment Facility
- M. Sanjayan, CEO, Conservation International
- Cristián Samper, President & CEO, Wildlife Conservation Society
- Kathy Mackinnon, Chair, IUCN World Commission on Protected Areas
- Jodi Hilty, President & Chief Scientist, Yellowstone to Yukon Conservation Initiative

- Patrícia Zurita, CEO, Birdlife International
- Peter Bakker, President & CEO, World Business Council for Sustainable Development
- Mark Gough, CEO, Capitals Coalition
- Eva Zabey, CEO, Business for Nature
- Andrew Steer, President & CEO, World Resources Institute
- Nicol Schwab, Co-Director, [1t.org](https://www.1t.org/)
- Justin Adams, Executive Director, Tropical Forest Alliance
- Johan Rockström, Director, Potsdam Institute for Climate Impact Research
- Jon Hutton, Director, Luc Hoffman Institute
- Lucy Almond, Chair, Nature 4 Climate
- Elise Buckle, Founder/President & Chair, Climate & Sustainability