



Introduction to Nature for Business course

This foundational course was developed in partnership with the World Business Council for Sustainable Development (WBCSD). It is designed for those who seek to better understand the nature-related risks and opportunities afforded to their business.

No prior understanding of nature is needed to participate in the course, which is geared for peripheral stakeholders and decision makers within a business, rather than nature leads. It is intended to open up meaningful conversations with those who do not yet see how dependencies and impacts on nature can lead to risks and opportunities afforded to their business or understand how these affect their day-to-day work. For nature leads it will act as a Nature 101 primer for the strategic decision makers they interact with.

- Duration: 60 minutes
- Interactive eLearning with videos, quizzes and downloadable resources
- Recommended for individuals and teams with little or no prior knowledge of nature in relation to business



Course Structure

- **Section 1:**
Nature - the foundation of business and society.
Understand nature and its relationship to business.
- **Section 2:**
Nature loss - why it matters to your business?
Understand how nature loss puts your business continuity at risk and how it can be transformed into opportunities.
- **Section 3:**
Nature - a driver for sustainable performance
Learn how to integrate nature-related issues into your business plans and day to day operations, to reduce risks and drive greater sustainable performance.
- **Section 4:**
Putting it into practice
Apply your acquired knowledge and understanding using scenarios and access a course wrap up with a reminder of key points, calls to action and links to further resources.

Section 2
Nature loss - why it matters to your business?
Begin

Transforming risks into opportunities
You've heard more about the risks, but what about the opportunities?
By understanding how business and nature interact, companies can turn risks into opportunities for growth and long-term resilience.
The key question is: How can businesses navigate the challenges posed by the nature crisis while unlocking new opportunities?
Select the example below to see the consequences of nature for a business compared to the benefits of embracing nature-based solutions.
Example 1 Example 2

BREAKING NEWS
Crop yields from pollinator decline to malnutrition and other health crises

Enter your thoughts in the box and select Save to save them.
Type your text here
Save

Section 1 quiz
Question 1
Opposite are examples of various direct and indirect drivers of nature loss. Which of these are direct drivers?
Select all the correct answers then Submit

- Deforestation for agriculture
- Subsidies for high-emitting industries
- Oil spills contaminating oceans
- Overfishing in coastal waters
- Demand for rare minerals driving mining activities
- Invention of deep-sea trawling technologies



Learning Outcomes

By the end of this course, you will be better able to:

- Understand the importance of nature in a business context and know why it should be integrated into day-to-day decision-making
- Articulate the connection between nature actions (e.g., reducing water use, implementing conservation efforts) and business benefits, such as improved resilience and market opportunities
- Make use of common nature frameworks as a starting point for integrating nature into your business
- Develop a high-level action plan to better integrate nature into your business practices with clear next steps

Get in touch

To find out more about pricing or to request trial access to this course, [get in touch here](#).

What is Activator Academy?

Activator Academy is an eLearning platform with a growing library of expert-led courses on key sustainability topics such as ESG, Climate Change, and Net Zero. Designed to empower organisations throughout their sustainability journey, it provides accessible and engaging content for all employees, from entry-level to C-suite.

Built on a decade of experience supporting over 4,000 global clients, the academy equips learners with actionable strategies to drive meaningful changes within their businesses.

