

# 8 Characteristics of Nature-based Enterprises

Based on a survey of 122 NbEs from 34 countries (7 countries outside Europe) conducted as part of the Invest4Nature and NBS Eduworld projects between Jan-Apr 2024.

Nature-based enterprises (NbE) are driven by a mission to work *with* and *for* nature to address climate change and biodiversity challenges.

## SIZE

**97%**

identify as an SME with the majority employing <10 employees

## MAIN GOAL

**69%**

of NbEs report hybrid goals balancing economic and non-economic (environmental and social) goals

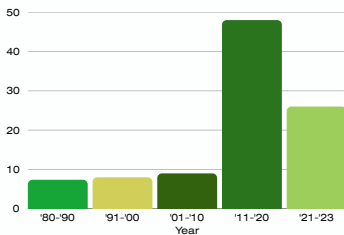
## SECTORS



## EMERGING SECTOR

Over **60%**

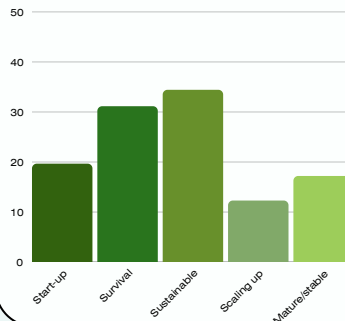
of NbEs were established within the last 10 years



## STAGE OF DEVELOPMENT

**34%**

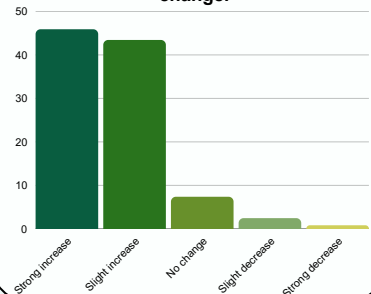
have a sustainable business model



## GROWING MARKET DEMAND

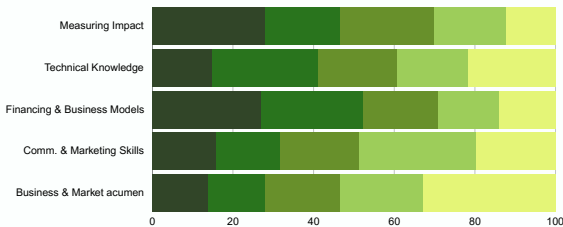
**89%**

of NbEs see an increase driven by increased awareness and regulatory change.



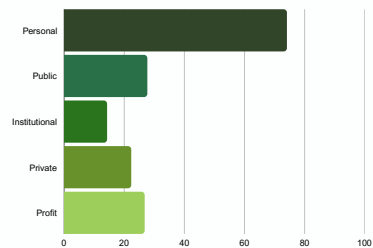
## CAPACITY & SKILLS GAPS

● Very Important ● Important ● Neutral ● Less Important ● Not Important



'Financing and Business models' and 'Measuring Impact' were the most important knowledge gaps identified.

## SOURCES OF FINANCING DURING START-UP STAGE



NbEs are more likely to self-finance at start-up stage than use institutional finance.



Funded by  
the European Union



NBS  
EduWORLD



invest  
nature



Horizon  
Nua



Connecting Nature  
Enterprise Platform