



AN INTERNATIONAL PRIZE FOR A NATURE-POSITIVE ECONOMY

## BACKGROUND & PROPOSAL

For several consecutive years, the “good4nature” prize has been awarded at the Summit of Minds in Chamonix to a start-up demonstrating the highest financial, social and environmental positive impact. In the months preceding the Summit, using a carefully pre-defined set of criteria, Monthly Barometer and a VC / incubator company (OneRagtime) selected six start-ups from 200+ applicants. These six finalists were then invited to Chamonix to pitch a jury composed of the Monthly Barometer and senior executives from the partnering companies and institutions (Société Générale, Google for Start-Ups, HEC, Surrey University and Medium).

The “good4nature” prize is awarded to a start-up that operates at the confluence of Nature and Tech. More specifically, start-ups bidding for the “good4nature” prize must contribute positively in one or several of the following six categories: (1) Increasing biodiversity; (2) Improving recycling; (3) Protecting forests; (4) Cutting air pollution; (5) Minimising food waste; (6) Reducing sewage pollution.

## WHY A FOCUS ON NATURE?

Nature gives freely. But we have not only taken this generosity for granted – we have also exploited it. And yet nature is not ‘free’ – it is priceless. Recent economic studies conclude that more than half of the world’s GDP depends on it, from services that are obvious (like fish stocks and bees’ pollination) to others that are more complex to discern (like the work of complex ecosystems within the soil that recycle nutrients, purify water and absorb atmospheric carbon). Put in the simplest possible terms: nature is an indispensable input to economic activity, and by overlooking its fundamental role we under-estimate the risks from environmental damage to growth and human welfare. This is why policy-makers and business leaders are starting to recognize nature as an asset, reconsidering in the process our measures of economic prosperity. A spate of anecdotal evidence complemented by official reports, testimonies and policy measures (such as the Dasgupta Review recently commissioned by the UK Treasury, the 2020 Reith Lectures with former Bank of England Governor Mark Carney or the EU’s decision to subordinate 30% of international aid to nature-based solutions) point to the following



conclusion: natural capital is about to become a prominent investment theme. Contrary to widespread assumptions, valuing natural capital and investing accordingly in it generates jobs and growth. One example to prove the point: managing our forests sustainably could generate 30m jobs and create \$2.3tr worth of potential business by 2030. It should therefore come as no surprise that nature-based investment funds and other opportunities are proliferating. The purpose of the good4nature prize is to leverage this opportunity to the maximum possible effect.

### ... AND WHY AT THE SUMMIT OF MINDS IN CHAMONIX?

Since its inception in 2015, the Summit of Minds has had a strong focus on the appeal, relevance and significance of nature. Every year, we count among our guests a significant proportion of experts, investors, activists and policy-makers who've made nature the focus of their attention. In many respects, nature and our relationship with it has always been part of the Summit of Minds' DNA!

Furthermore, there could be no better place than Chamonix to award the good4nature prize: it is known all over the world as an iconic mountain destination that embodies the incredible force of nature as well as its immense fragility.

### BENEFITS FOR PARTNERS

Apart from the visibility associated with the award, different forms of benefits accrue to different forms of involvement in the good4nature prize. They include the following:

- Suggesting potential applicant start-ups.
- Participating in the selection of the six finalists.
- Accessing applicants' pipelines.
- Being part of the selection jury for the final prize winner.
- Awarding the prize in person on the occasion of the Summit of Minds gala dinner on Saturday 16<sup>th</sup> September 2023.
- Being involved in the preparatory work leading up to the good4nature prize and thus gaining access to an exceptional network of thinkers and practitioners in the field of Nature-Positive economy.





## BENEFITS FOR START-UPS

- The six finalists are invited to participate at the Summit of Minds free of charge.
- The Summit of Minds is a “pitch-free” event, but an exception is made for the six finalists who are given an official slot to pitch investors just before the Gala dinner.
- Prior to the Summit, each start-up is offered access to free training sessions from a professional investor and media leader on how to best pitch.
- The winner will receive one year of coaching and mentoring with senior business leaders and investors drawn from the network of the Monthly Barometer.
- Complementary access to the professional certification process of the IUCN Global Standard on Nature-Based Solutions.
- Past finalists have accessed private capital.

## FURTHER INFORMATION

If you are interested in learning more about the selection process and the methodology underpinning the award, or in getting involved with the good4nature international prize, please get in touch:

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