



# good4nature ALLIANCE

A GLOBAL NETWORK & INTERNATIONAL PRIZE  
FOR A NATURE-POSITIVE ECONOMY







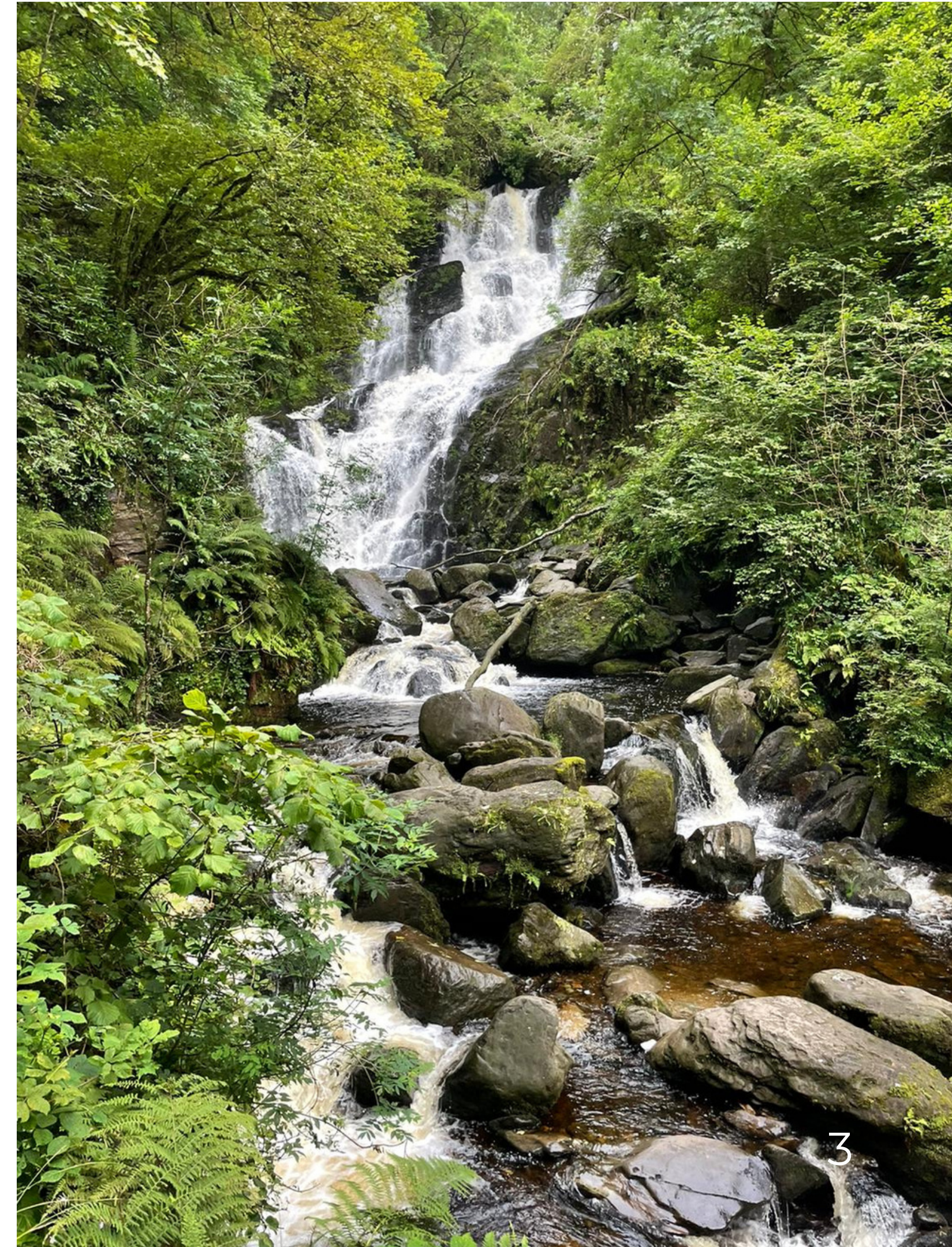
# OUR AIM:

Fuelling a nature-positive  
economy - to protect &  
restore nature while  
promoting sustainable  
development



# WHY A NATURE-POSITIVE ECONOMY?

- “Destroy nature and you destroy the economy” (Frank Elderson, Member of the ECB Executive Board)
- More than 50% of world GDP is nature-dependent
- Nature plays a fundamental role in economic growth & human welfare
- Nature & Climate Change are two sides of the the same coin - yet 170 times more capital goes to climate than to nature
- Nature is catching up





# A UNIQUE NETWORK

Key players joining forces for a nature-positive economy include:

- Academics
- Activists
- Business Leaders
- Families & Private Investors
- Financial Institutions
- NBS Start-Ups & Organisations
- Policy-Makers



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NETWORK





## AN INTERNATIONAL PRIZE AWARDED TO A START-UP THAT CONTRIBUTES POSITIVELY IN ONE OR SEVERAL OF THE FOLLOWING SIX CATEGORIES:

- Biodiversity Protection & Restoration
- Climate Change & Energy Efficiency
- Water
- Resilient Food Systems
- Circular Economy
- Sustainable Infrastructure (Digital & Physical) & Urban Development



# SELECTION & RANKING CRITERIA

Five criteria are used to rank each start-up:

- Investibility
- Innovativeness
- Impact
- Relevance
- Sustainability



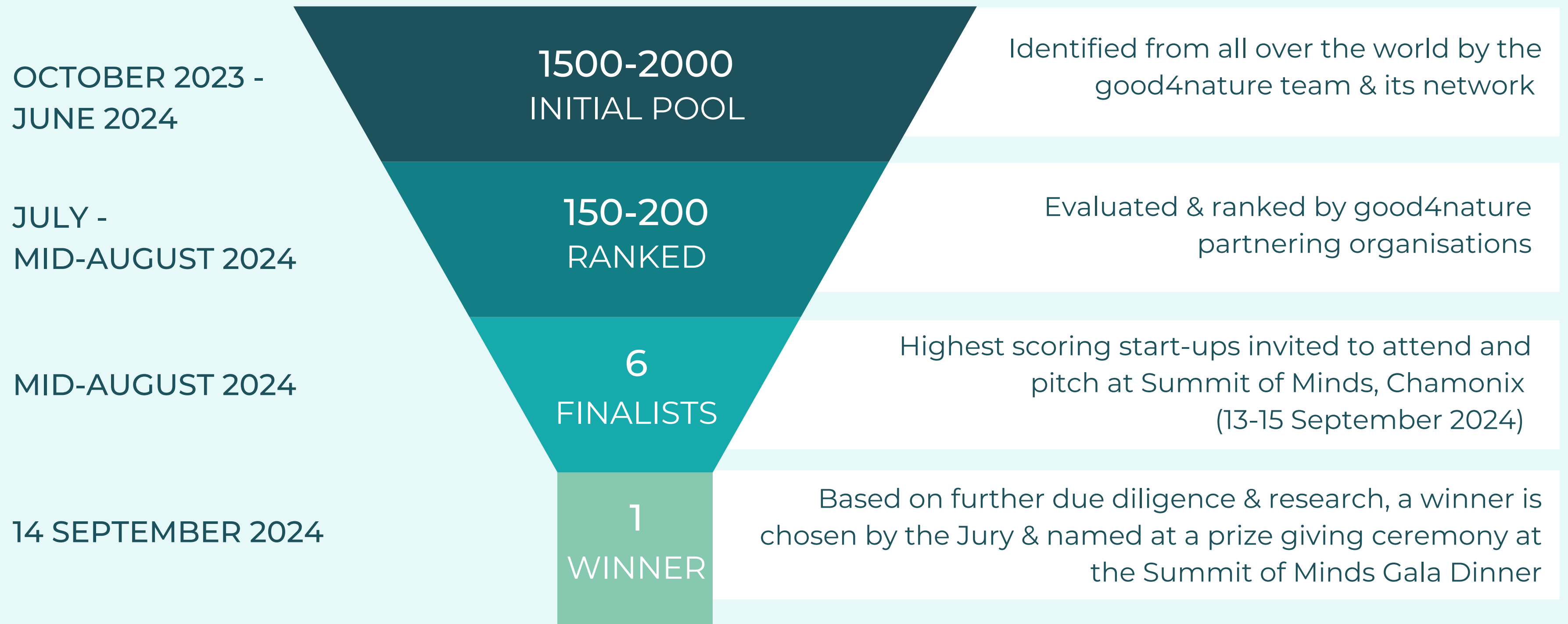
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PRIZE



# GOOD4NATURE SELECTION PROCESS

(A ROBUST PROPRIETARY METHODOLOGY)

## COMPETING START-UPS





## WHAT'S IN IT FOR PARTNERS?

- ACCESS TO THE FULL PIPELINE OF START-UPS
- ACCESS TO THE GOOD4NATURE ALLIANCE'S NETWORK
- A PLACE ON THE JURY OF THE GOOD4NATURE START-UP PRIZE
- A ROLE IN THE PROGRAMME OF THE SUMMIT OF MINDS
- BRAND EXPOSURE
- POWERFUL & MEANINGFUL CONNECTIONS



# GOOD4NATURE PRIZE WINNERS

From very strong line ups, the good4nature prizes (2021, 2022 & 2023) were awarded to:

2021 Winner  
Dendra



AI and drone automation to  
rehabilitate natural ecosystems

2022 Winner  
BeFC



Eco-friendly paper-based biofuel  
cells to replace batteries

2023 Winner  
MORFO



Unique tech for large scale ecological  
restoration of forest ecosystems

2023 Canada G4N Winner  
Calmura Natural Walls



High-performance biocomposite wall  
system using waste wood



# WHAT'S IN IT FOR START-UPS?

## ALL SIX FINALISTS

- Access to private capital
- Complimentary participation at the three-day Summit of Minds, offering privileged access to an exclusive community of potential investors
- An official slot to present their project and investment proposition to the entire Summit community - for everyone else the Summit of Minds is a “pitch-free” event
- Free training sessions and advice from professional investors & media specialists on pitching technique in advance of their presentation

## THE PRIZE WINNER

- A unique handcrafted quartz trophy
- Access to a wide-ranging network of key thinkers & practitioners engaged in nature-based solutions.
- A year of coaching & mentoring with senior business leaders & investors drawn from the network of the Monthly Barometer
- A year's complimentary subscription to the Monthly Barometer digital content & community gatherings, including participation at next year's edition of the MB Summit of Minds



# CURRENT PARTNERS



SAND RIVER





# CONTACT US

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POWERED BY



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