
Media Release

23 May 2022

Australian Standard for measuring the health of nature attends the World Economic Forum

Accounting for Nature Chief Executive Officer, Dr Adrian Ward; visits the World Economic Forum Annual Meeting 2022 in Davos-Klosters, Switzerland.

Dr Ward said the forum, which is attended by key world leaders, provides an important opportunity to join the conversation on the nature economy and highlight the key role environmental accounting can play in the state of the world economy and healthy futures.

“This forum is invaluable in putting Accounting for Nature on the global stage to shape partnerships and collaboration whilst showcasing our world-leading standard and what it is capable of.

“Natural Capital as an emerging market and asset class has seen a proliferation of environmental accounting standards created and adopted around the world. We want to shape the conversation around credibility and accountability in the market. Under this year’s theme of the forum, Working Together, Restoring Trust, the conversation is perfectly aligned,” he said.

“The Accounting for Nature (AfN) standard has more than 15 years of scientific development behind it and is rigorously backed by some of Australia’s leading scientists. It offers an independent accreditation process that ensures the measurements of any environmental assets are scientifically valid.

“Of hundreds of environmental accounting standards available, very few can show whether the environmental condition is improving or degrading over time. AfN standard achieves this through its exclusive design and process.

“The AfN standard has been tested, adopted and proven across multiple native vegetation, soil, fauna, freshwater and marine environments. It can be applied globally through its innovative method approach and technology integration, and is positioned to adapt to any scale,” said Dr Ward.

During the visit, Dr Adrian Ward will also attend the Taskforce on Nature-related Financial Disclosure (TNFD) CEO breakfast, representing Accounting for Nature as a forum member.

Dr Ward said the opportunity to meet with TNFD, as they prepare for the release of the second iteration of their risk and opportunity management and disclosure framework, presents a critical opportunity to continue the important discussion on the role of credible environmental accounting standards.

“The AfN standard is positioned to achieve accountable outcomes for mitigating risk and supporting opportunities for natural capital and the value of our environment and I look forward

to the opportunity to connect with business leaders at the World Economic Forum to shape a future where nature can be easily valued on the balance sheet.” Dr Ward said.

More Information:

Accounting for Nature is a not-for-profit venture that provides a world-leading scientific environmental accounting standard. Learn more www.accountingfornature.org

Follow updates on Accounting for Nature’s visit to World Economic Forum on Twitter @AccforNature and Linked In @AccountingforNature.

Connect with Accounting for Nature CEO, Dr Adrian Ward on Linked In.