
Media Release

4 November 2022

World-leading environmental accounting framework to underpin new biodiversity market.

Accounting for Nature Ltd today welcomed the opportunity to see its world-leading environmental accounting standard underpin a new biodiversity crediting program initiated by GreenCollar.

Accounting for Nature CEO Dr Adrian Ward said the adoption of the Accounting for Nature® Framework to underpin the GreenCollar's NaturePlus™ pilot is aligned with our vision to provide businesses, governments, private land conservation and indigenous land managers with an affordable, scientifically robust process that measures changes in the health of the environment.

“Environmental integrity is critical in the pathway towards a nature-positive economy. Emerging environmental markets must be founded on scientifically credible outcome-based measures to ensure the long-term sustainability of actions to enable verified, transparent and trusted claims on the real impact on the health of the environment. Developing markets without science-backed standards to inform confidence in real outcomes is futile in the endeavour to halt negative impacts on nature,” Dr Ward said.

Accounting for Nature is an independent, Australian-based not-for-profit company that provides a world-leading scientifically rigorous standard to create transparent and credible environmental accounts.

Chair of Accounting for Nature Peter Cosier said The Accounting for Nature® Framework is founded on more than 15 years of scientific rigour from Australia's leading scientific community along with significant investment to deliver a quality standard. One of the key purposes of the standard is to enable the application of emerging market opportunities, whilst maintaining the integrity of environmental outcomes and counteracting the risk of greenwashing.

“This pilot program is an innovative application of the Accounting for Nature® Framework and is an important Australian-first initiative that will showcase how environmental management practices can exist outside the traditional thinking of activities-based incentives and achieve new investment streams for the environment based on real outcomes and verifiable claims.”

“Our framework is structured to inform the monitoring, reporting and verification of environmental outcomes. They must apply relevant environmental asset class methods such as for soil, native vegetation and native fauna that have been independently accredited by a panel of some of Australia's leading ecologists, making up the Accounting for Nature Science Accreditation Committee. Ongoing measurement and reporting with transparency through a public registry provide an enhanced disclosure. To support the integrity of any claims all NaturePlus™ projects are required to pass third-party verification under the Accounting for Nature® Framework,” Mr Cosier said.

Accounting for Nature Board Director Dr Ken Henry said NaturePlus™ is a timely initiative that presents an opportunity to showcase how Accounting for Nature can underpin environmental markets.

“The Accounting for Nature® Framework being applied to a scalable high integrity credits scheme makes a lot of sense for the future of biodiversity protection and enhancement, as a mechanism to help meet and track performance towards global 30x30 targets, and its possible application for government and business to achieve net zero emissions by 2050.”

“The Accounting for Nature® Framework has already been applied to support environmental co-benefit verification under the Queensland Government’s Land Restoration Fund estimated to bring more than \$500 million in additional investment and value-add to biodiversity enhancement in Queensland.”

“Accounting for Nature is also providing value to a growing number of private and non-for-profit land managers across Australia in supporting their nature-related claims related to carbon farming co-benefits, impact investment, market access for sustainable food and fibre, and large corporates. Now with the application of the Framework to NaturePlus™, this is the beginning of exciting new opportunities nationally and internationally to recapture the importance of nature on the balance sheet,” Dr Ken Henry said.

The pilot period will enable an opportunity for GreenCollar to refine the NaturePlus™ Standard and define how it interacts with the measurement, reporting and verification role of Accounting for Nature before its public release. The pilot will also assist with capacity building within Accounting for Nature to support other future biodiversity and nature credit standards.

Further information about how the Accounting for Nature® Framework can be adopted under license to support environmental markets can be found on its website www.accountingfornature.org.

More information:

About Accounting for Nature

The Accounting for Nature Framework® is an internationally recognised environmental accounting standard that can be used by any government, organisation or individual, to measure whether their actions are improving or degrading natural capital. Learn more www.accountingfornature.org

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About GreenCollar

GreenCollar is a profit-for-purpose organisation and a leading environmental markets project developer and investor across Australia's carbon, water quality, biodiversity and plastics markets.

Founded in 2011, GreenCollar works with landowners and managers throughout Australia to develop projects that create commercial opportunities by generating environmental credits, while caring for the environment.