

Understanding and deeping the scenarios

High level narrative

This is a world in which:

Major driving forces

This is happening because (4 most important drivers):

This scenario is credible because...

Existing evidence that people in 2030 will refer back to this as having been and early indication that this scenario was unfolding:

Newspaper headlines that would appear in this scenario:

Newspaper Headlines

Publication	Year	Publication year headline
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Descriptors of the nature-business nexus in this world

	Upside risks	Downside risks	Which predominates?
Supply chain	<hr/>	<hr/>	<hr/>
Cost of capital + insurance	<hr/>	<hr/>	<hr/>
Product mix	<hr/>	<hr/>	<hr/>
Technology inputs	<hr/>	<hr/>	<hr/>
Firm reputation + customer sentiment	<hr/>	<hr/>	<hr/>
Regulatory	<hr/>	<hr/>	<hr/>

The biggest difference, from your business' perspective, between today's world and this world is:

The greatest uncertainty about nature assets + services that your business world would confront in this world is:

New business goals & opportunities that would come to focus in this world...

Business goals + opportunities of today that would have to be dropped or radically revised in this world:

The most ambitious vision for business-nature success in this world is:

The most important risk to business-nature success in this world is:

The most important risk to business-nature success in this world is:

If you had a crystal ball and knew for certain this world was coming, what would you put forward as a nature-positive moonshot (at the very edge of realistic):

In 2030, the Economist publishes a "Nature Positive Business" survey.

Draw the cover art: