



**WEBINAR 1: FROM INTEGRITY TO IMPACT
"CHARTING THE COURSE OF THE NATURE MARKET REVOLUTION"
WITH DR. ADRIAN WARD (ACCOUNTING FOR NATURE)**

Summary

The first webinar in CreditNature's "From Integrity to Impact" series sets the stage for understanding how trust, governance, and scientific rigour form the bedrock of credible nature markets. Adrian Ward, CEO of Accounting for Nature, explores the importance of integrity and third-party verification in scaling environmental markets that investors and corporates can trust.

He discusses the global challenge of mobilising trillions in nature finance and emphasises that without reliable measurement, there can be no meaningful management or investment.

With examples from Australia and the UK, the discussion highlights how data-backed assurance, transparent metrics, and independent standards such as Accounting for Nature's certification process can build the trust needed to unlock large-scale private investment in nature.

"Integrity, transparency, and independent verification are not optional extras; they are the foundation of scalable, investable nature markets."

DR. ADRIAN WARD

Key Insights

- **Integrity is non-negotiable:** Market credibility depends on governance that separates science from commercial interests.
- **Trust is the foundation of value:** Without transparent data and third-party verification, investors and corporates cannot confidently engage in nature markets.
- **Global frameworks must align:** Metrics should feed into overarching frameworks such as the TNFD, SBTN, and the Global Biodiversity Framework to ensure comparability and accountability.
- **From measurement to markets:** Reliable data and verified uplift allow for new instruments like Carbon Plus and Nature Plus credits, driving investment opportunities.
- **Beyond compliance:** True progress lies in going "compliance-plus" — exceeding minimum standards to deliver high-integrity, transparent outcomes.
- **Caution with new tech:** AI, remote sensing, and satellite tools are promising but must be used transparently to avoid "black box" claims.
- **Building investor confidence:** Standardised, auditable metrics reduce greenwashing risk and attract long-term finance into credible restoration projects.