



**WEBINAR: FROM INTEGRITY TO IMPACT  
THE DEMAND ENGINE  
MAXIM VERGEICHIK, UNDP**

### Summary

In this insightful session, Maxim Vergeichik, Economic Advisor at the United Nations Development Programme (UNDP), examines the growing demand for credible nature markets and the global forces shaping it. He describes how international frameworks such as the Kunming-Montreal Global Biodiversity Framework, TNFD, and SBTN are creating consistent demand signals for nature-positive outcomes.

Maxim outlines how corporate sustainability commitments are evolving from voluntary disclosures to measurable obligations and how this transition is driving a powerful demand engine for scientifically verified data and high-integrity nature credits. He emphasises that supply alone is no longer the bottleneck; the challenge now lies in creating frameworks that can match credible, measurable outcomes to the increasing expectations of global finance, corporates, and governments.

**“The demand for credible nature data is not a trend — it’s becoming a structural feature of global finance.”**

MAXIM VERGEICHIK

### Key Insights

- **Global frameworks are aligning:** TNFD, SBTN, and GBF are converging to set unified standards for nature impact disclosure.
- **Demand is accelerating:** Corporates are now required to evidence progress, not just make commitments.
- **High-integrity data is currency:** Verified ecological data underpins confidence in nature-related investments.
- **Regulation is evolving fast:** Policy and financial disclosure mandates are driving a new accountability era.
- **Bridging the gap:** The next challenge is connecting credible supply of restoration outcomes with institutional demand.
- **Metrics and transparency:** Nature data must meet the same standards of auditability and comparability as financial data.
- **Global collaboration:** International alignment between governments, investors, and frameworks will sustain the demand engine for nature markets.