



**WEBINAR: FROM INTEGRITY TO IMPACT  
METRICS AND FRAMEWORKS  
DR. PAUL JEPSON, INNOVATOR IN NATURE FINANCE**

### Summary

In this session, Dr. Paul Jepson explores how metrics and frameworks form the scientific and operational foundation of credible nature markets. Drawing from his experience developing the NARIA™ Framework, Paul explained how complex ecological processes can be translated into measurable, standardised, and finance-ready metrics.

Using analogies like the “rocket engine” of nature finance, he describes metrics as the driving force that turns ecological data into tradable environmental assets. The discussion covers the design of the Ecosystem Condition Index (ECI), the alignment of NARIA with the UN System of Environmental-Economic Accounting (SEEA), and how verified metrics underpin investor confidence, comparability, and scalability across sites. The conversation highlights how robust frameworks measure ecosystem health and ensure that financial instruments serve nature as much as markets.

**“You can’t manage, trade, or invest in what you can’t measure — credible metrics make nature investable.”**

DR. PAUL JEPSON

### Key Insights

- **Metrics are the engine of nature markets:** They power the translation of ecological complexity into measurable, comparable units of value.
- **Alignment with global standards is essential:** The NARIA Framework’s compatibility with the global standards ensures international recognition and credibility.
- **Science and finance must converge:** Metrics must be scientifically rigorous yet practical, auditable, and scalable to attract investors.
- **Ecosystem Condition Index (ECI):** Built around four key processes — dispersal, disturbance, trophic structure, and niche utilisation — offering a holistic picture of ecosystem health.
- **Normalisation and calibration:** Setting clear benchmarks (like a “100” reference point) is crucial for comparability, even in degraded European landscapes.
- **Resilient ecosystem services:** Linking metrics with ecosystem services like flood control and pollination demonstrates tangible, durable outcomes.
- **Trust through transparency:** Open, verifiable, and standardised metrics are fundamental to long-term investor confidence and environmental accountability.