

• WEBINAR · NATURE MEANS BUSINESS

Why B Corps are best placed to lead on nature.

With Suzi Cross (Ecosulis), Angela Moran (Silentnight) and Becky Addison (Seismic). Opened by Edmund Pragnell, CreditNature.

“ The lovely thing about nature is people relate to it. With nature, you really get more hearts and minds involvement.

ANGELA MORAN · SILENTNIGHT

SUMMARY

NATURE IS NO LONGER OPTIONAL

B Lab's new 2025 B Corp Standards have raised the bar on environmental leadership. **Environmental Stewardship (Topic 6)** is now a distinct category and demands its own strategy.

This webinar explored what that shift means for purpose-led businesses, and how B Corps can move from intent to credible nature action. **Edmund Pragnell**, Nature Finance Lead at CreditNature, opened by reframing the stakes: ecosystem degradation is now classified by the UK government as a threat to national security. Nature is no longer optional.

KEY INSIGHTS

EIGHT TAKE-AWAYS

01 Biodiversity is now directly assessed

New B Lab standards shift from points to minimum standards; biodiversity is named as a topic for the first time.

03 Start with your value chain

Mapping operations and impacts comes before metrics and targets. Visibility is the foundation.

05 Combine assessments

Materiality, stakeholder, environmental and human-rights assessments share data. Run them together to cut workload.

07 Local matters

Performative offsetting falls short. Investing near where you operate creates evidence, engagement and employee buy-in.

02 Nature needs its own strategy

Carbon and nature are distinct. Strong nature programmes have their own governance and evidence of improvement.

04 Think in scopes

Site, locality, supply chain — start on your doorstep before tackling the elephant of scope three.

06 Build biodiversity literacy

There is no equivalent yet to the Carbon Literacy Project. Networking, peer learning and external partners fill the gap.

08 Collaboration is non-negotiable

Consultants, peer networks and local recovery partners are essential to credible delivery.

MEET THE SPEAKERS

SC

Suzi Cross

ECOSULIS · CREDITNATURE BOARD

Managing Director of Ecosulis — a UK ecological and rewilding portfolio company with a 30-year track record. A certified B Corp for over three years; recently recertified. Suzi also sits on the CreditNature Board.

AM

Angela Moran

ESG DIRECTOR · SILENTNIGHT

Leads ESG at Silentnight, the 80-year-old UK bed manufacturer supplying one in ten households. Silentnight certified as a B Corp in November 2025 after a six-year journey.

BA

Becky Addison

CONSULTANT · SEISMIC

Sustainability Consultant at Seismic, which has supported 200+ companies through B Corp certification. A former B Lab Europe evaluation analyst; previously worked in Costa Rica on ecosystem recovery research.