The Nature Intelligence ***Edge***

Winning Nature Mandates: **The Client Proposals Toolkit**

Nature regulation is **evolving fast**, and so are client expectations around biodiversity monitoring. This guide will help you confidently bring eDNA and bioacoustics into your proposals with the evidence to back up why these methods are worth using.

What's **inside**

1 The business case for ground-level data

2 How nature intelligence fits in with regulation

3 Handling key objections

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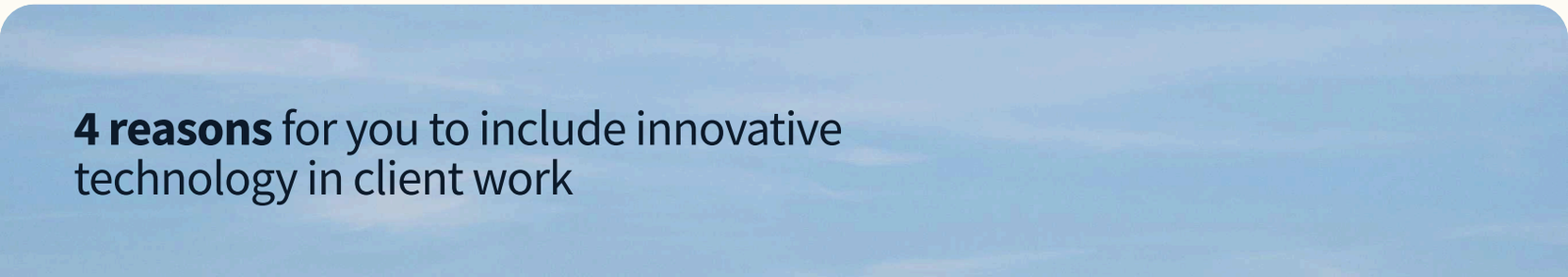
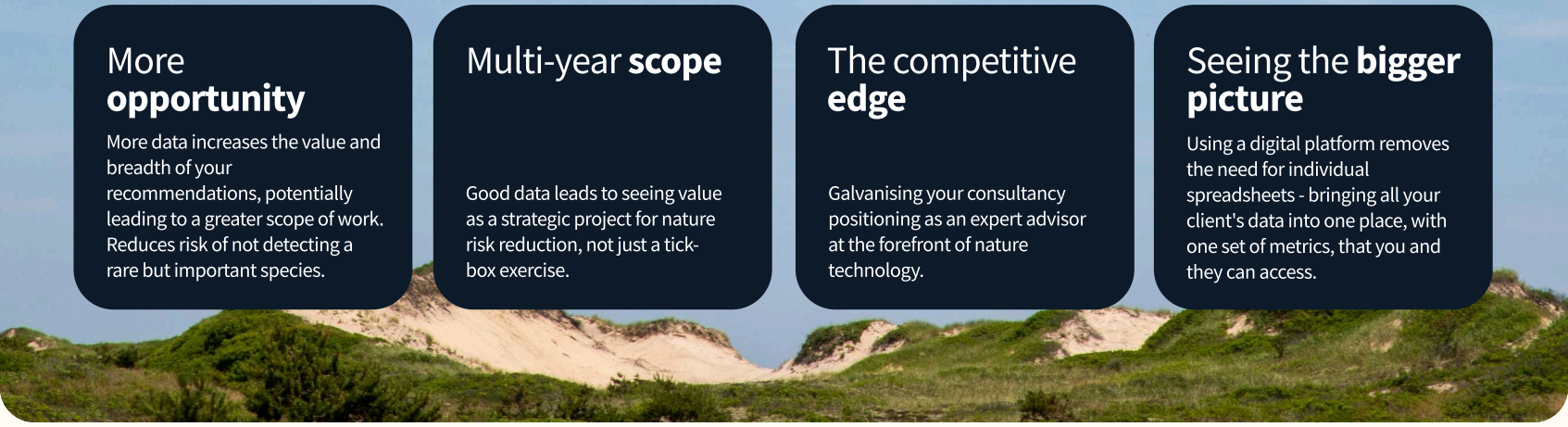
1 The **business case** for innovative ground-level data

The consultancies winning nature mandates right now are not just offering better surveys — they are offering a service model that generates ongoing value for the client and ongoing revenue for them. A single innovative ground level baseline creates a natural starting point for a multi-year monitoring and verification pipeline: clients who understand their biodiversity baseline need someone to track change against it, verify progress, and translate that data into the disclosure language their boards and investors are asking for. That repeat relationship does not happen by accident — it happens because the first dataset was good enough to anchor everything that follows. Often this can be done by adding eDNA and bioacoustics into a survey plan as complementary to the methods already being undertaken.



4 reasons for you to include innovative technology in client work



More **opportunity**

More data increases the value and breadth of your recommendations, potentially leading to a greater scope of work. Reduces risk of not detecting a rare but important species.

Multi-year **scope**

Good data leads to seeing value as a strategic project for nature risk reduction, not just a tick-box exercise.

The competitive **edge**

Galvanising your consultancy positioning as an expert advisor at the forefront of nature technology.

Seeing the **bigger picture**

Using a digital platform removes the need for individual spreadsheets - bringing all your client's data into one place, with one set of metrics, that you and they can access.

The efficiency gains **speak for themselves:**

Produces results up to **17 times faster*** than traditional survey approaches

67% lower staff cost* with significant reductions in health and safety risks

Detects **70% more species*** than conventional surveys alone

*statistics based on case study with EDF renewables

That is not a marginal improvement — it is a fundamentally different cost structure for a better ecological output. When ecologists are freed from repetitive data-gathering, they move into value-adding roles: helping clients understand what their data means for planning decisions, regulatory submissions, and long-term risk management. The key is timing: engaging clients before their monitoring approach is set gives ecology teams the best chance of shifting the conversation toward innovation. The best time to introduce eDNA and bioacoustics to a client is at the beginning of a client's project. When there is an incumbent biodiversity monitoring methodology from previous years, clients are often more reluctant to embrace new technology, though they may see the benefits of broadening or complementing the existing approach with innovative technology.

Making the business case for nature intelligence **to your client**

Most consultancies already work on the projects where eDNA and bioacoustics could add the most value — Environmental Impact Assessments (EIAs), Biodiversity Action Plans (BAPS) and Biodiversity Net Gain (BNG) programmes, and the growing volume of nature disclosure work coming through from corporate clients. The gap is knowing exactly where to introduce the method, and how to frame it at the right moment in the project lifecycle.

eDNA and bioacoustics **strengthen the scoping and permitting stages** of an EIA by replacing assumptions about what species live there with hard evidence. It **generates the site-level, verifiable data** that Taskforce on Nature-related Financial Disclosures (TNFD) LEAP assessments and Corporate Sustainability Reporting Directive (CSRD) ESRS E4 disclosures increasingly require.

Here are some key points for why a client should want to include innovative ground-level data:

1. Helps them get the data needed for 'state of nature' reporting that is required in TNFD, CSRD, GRI, SBTN and other reporting frameworks.
2. Future-proofs them by getting data that is investor-grade and so can be tied to future capital flows for nature.
3. Better nature data is better risk mitigation. Many clients are exposed to high nature risks e.g. permitting delays, supply chain vulnerability, local community opposition.
4. Getting the right data can avoid costly conservative assumptions being made I.e. 'we didn't test for protected species X, so we have to proceed with all necessary mitigations as if it is present' can be replaced with 'we tested for Species X and found no evidence of presence, so we can proceed as if it is not present'.
5. Helps them show alignment to national targets and objectives e.g. Global Biodiversity Framework or the EU Soil Monitoring Law targets.
6. It can be a cost saving when compared to conventional survey techniques and can still be compliant with regulation.

2 How nature intelligence **fits in with regulation**

Emerging biodiversity monitoring technologies — including eDNA and bioacoustics — are increasingly recognised and, in some cases, required by regulators, giving consultancies a stronger foundation for recommending evidence-based approaches to clients.

A

There are several regulations where eDNA is already regulatory approved. For example:

- The UK's Water Framework Directive lake fish assessment method where eDNA is widely accepted as the standard method for establishing baseline fish community characteristics.
- The 2025 EU Soil Monitoring Law mandates the use of DNA-based monitoring for soil bacteria

B

Several governments globally are requesting eDNA as they see the data helping them in national targets. For example:

- In Brazil, where IBAMA is requesting eDNA in marine baselining to contribute towards data for the Global Biodiversity Framework.
- In Scotland where the government is asking for eDNA data on invasive species at development sites to support its invasive non-native species and fungi.

national plan.

C

eDNA can be a proxy or substitute for conventional methods in key circumstances.

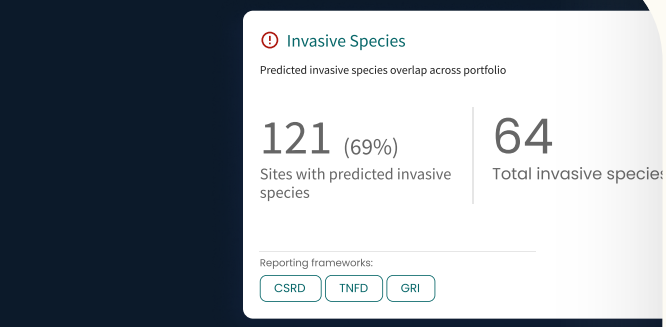
1. Where health & safety risks are very high or site access is limited. e.g. a water body is too shallow to safely deploy a boat or silt is too deep to wade.
2. Where eDNA can inform other assessments. e.g. when checking for invasive species over a large area, eDNA can be used to target manual search efforts.
3. Where there is a species that will be negatively affected by conventional methods e.g. switching marine trawling for eDNA as a non-invasive and less damaging sampling method.

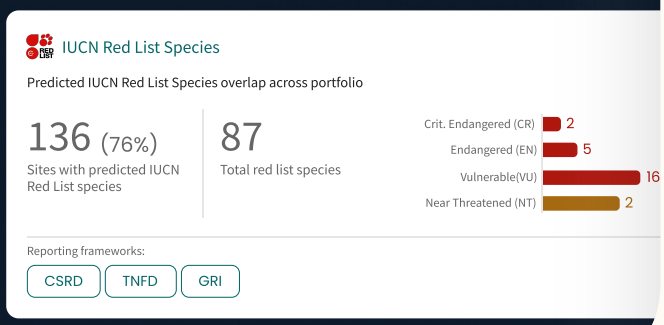
We recommend confirming the above approaches with the regulator prior to commencing work.

Clients **not ready** to use ground-level data?

Our predicted data layer: Species Risk Indicators give them an idea of what might be at their sites and create the business case for them to take action.

Book a demo





3 Handling **key objections**

"It's too expensive. Why should I add this to my project?"

- Ground-level data can replace some forms of sampling and be cost-competitive to get the same or more data.
- Reduced health and safety risks for the client. Fewer people needed to take the samples, less time required. Key for certain sites e.g. mining.
- The extra data and auditable, investor-grade information future-proofs you from upcoming regulation.
- Having better species detections can de-risk projects by giving you more information from which to understand and mitigate your risks e.g. an external stakeholder detecting an endangered species and halting operations, or having to make a conservative assumption about the presence of a species because you didn't test for it.

"What if it tells me something I don't want to know?"

- More information is always better than less. You can take mitigation actions to prevent something becoming a problem later down the line.
- Early intervention can save a lot of money e.g. invasive species.
- Can help to de-risk the project if completed at an early stage to help inform optioneering.

"I'm not required to do it , so why should I?"

- The data is gives you future-proofs you from upcoming regulations. Including governments requesting data from corporates to feed into national biodiversity commitments and plans. Nature risks are only increasing – this is business resilience, not just a nice to have. We've seen several Scottish Offshore wind clients be asked to include more frequent testing for INNS: Ambitious plan to eradicate invasive non-native species in Scotland | NatureScot
- Cost effective to get data at the same time as doing other field work. Rather than going out to collect data another time when it does become required.

Supporting **scientific evidence**

A practical guide to DNA-based methods for biodiversity assessment
(Advances in Biogeography, Pensoft) A practitioner-focused guide to eDNA sampling, metabarcoding, and bioinformatics workflows, designed to support the integration of molecular methods into standard monitoring and reporting frameworks. Read more.

Efficacy of eDNA vs Conventional Monitoring Methods
Drawing on field studies, this IOGP resource compares eDNA techniques against traditional survey methods across detection rates, cost efficiency, and operational practicality. Read more.

EU Soil Monitoring Law
The EU's Soil Monitoring Law establishes a framework for the protection, restoration, and sustainable use of soils, with implications for land use planning, environmental impact assessment, and long-term ecological risk management. Read more.

Review of DNA-based marine benthic monitoring protocols
A JNCC-commissioned review comparing DNA-based methods to conventional marine benthic survey techniques, finding broader taxonomic coverage and stronger suitability for long-term monitoring programmes. Read more.

Plug and play wording suggestions

For use when writing **the survey methodology section** of a tender or project proposal.

Our survey methodology incorporates environmental DNA (eDNA) and bioacoustics analysis alongside conventional ecological survey methods to deliver a comprehensive biodiversity assessment for [site/project name]. eDNA involves the collection of water, soil or swab samples from the site, which are then analysed in a specialist laboratory to detect the genetic material left behind by organisms living in or passing through the environment. A single sample can screen for hundreds of species simultaneously — including rare, nocturnal, and cryptic taxa that are frequently missed by conventional survey approaches. Bioacoustics utilizes autonomous, weatherproof acoustic recording devices deployed directly in the field for 2-4 weeks. Recordings are analysed by a machine-learning model with human verification to determine bird or bat species present.

This methodology is compatible with the evidence requirements of Environmental Impact Assessment (EIA), Biodiversity Action Plans (BAPS), Biodiversity Net Gain (BNG) metric calculations, and nature-related disclosure frameworks including TNFD and CSRD. Where appropriate, eDNA can replace certain conventional survey methods, offering equivalent or superior species detection at reduced field cost and with a lower health and safety burden on sites where access is restricted or hazardous.

All results are delivered through a structured reporting output that includes species richness scores, IUCN Red List screening, invasive species detection, and trend data suitable for regulatory submission and long-term monitoring programmes.'

For use when a client pushes back on the **cost of including eDNA or bioacoustics.**

'On the cost question: eDNA is not always an addition to an existing survey programme — in a number of cases it can replace or improve efficiency in other elements of it. For projects involving multiple ponds or water bodies, for example, eDNA sampling typically requires fewer field days and a smaller team than equivalent conventional methods. On a ten-pond programme, the difference can be substantial: where traditional net surveys might require five people across five days, eDNA can allow two people to complete all ten ponds within a single day. The cost of the laboratory analysis is effectively offset by the reduction in fieldwork.

Beyond the direct cost comparison, the data eDNA produces is structured to deliver value in multiple ways. A baseline established now can anchor monitoring and verification requirements for the

For use as **a standalone paragraph in an executive summary**, or value proposition section.

'Including eDNA analysis within this scope of work provides [client name] with a richer, more defensible biodiversity dataset than conventional survey methods alone. The approach detects up to 70% more species than traditional techniques, delivers results up to 17 times faster, and reduces field staffing requirements by up to 67% — making it both a more accurate and more cost-effective option for sites with multiple sampling points or restricted access. The data produced is audit-ready, investor-grade, and structured to support long-term monitoring and regulatory disclosure requirements, 'including TNFD LEAP assessments and broader species reporting around Biodiversity Net Gain compliance. This positions [client name] well ahead of the regulatory and reporting requirements that are likely to apply to assets of this type over the coming years.'

For use when **a client expresses concern** that a more comprehensive survey might uncover unwanted findings.

'More information is always better than less —the risk that reality poses does not change just because it is not measured.

If there is an invasive species establishing itself on your site, or a protected species using a habitat that intersects with your project footprint, that situation exists whether or not a survey has detected it. The difference is in when you find out. Discovering it through a proactive eDNA and bioacoustics survey at the scoping stage gives you options: time to plan a response, engage with regulators on your terms, and integrate mitigation into the project design before costs are committed. Discovering it during construction or operation — or having it identified by a third party — removes most of those options and tends to be significantly more expensive to resolve. Early detection of invasive species is a particularly clear example of this. The cost of managing an invasive species population that has been caught early is a fraction of the cost of dealing with one that has been left to establish. The same logic applies to protected species constraints: a project that has done comprehensive baseline work is in a much stronger position with planners and regulators than one that proceeded on the basis of incomplete data.

There is also a broader point about project design. When eDNA is commissioned at an early stage — ideally during optioneering — the findings can actively inform which route, footprint, or design option carries the least ecological risk. That is not an unwelcome finding. That is the survey doing exactly what it should: reducing uncertainty before it becomes a constraint.'

duration of the project's planning and operational life, reducing the cost of future surveys because the methodology is already in place. We are happy to produce a like-for-like cost comparison for [project name] if that would help to make the decision clearer.'

4 **Partnering** with NatureMetrics

NatureMetrics works alongside consultancies, not around them. The easiest way to partner with us is through a Master Service Agreement (MSA). A company wide MSA will allow you or consultants at any office within the company to bypass admin delays each and every time they want to use any NatureMetrics' services - meaning even more efficiency for you, and more work for your company. Other benefits of setting up an MSA with us include:

Discounted rates

Framework rates that improve margins on repeat and multi-site work

R&D co-**development** of products

Feed in directly to our product roadmap and be the first to trial new products

Technical support and training

Build internal knowledge on nature risk, biodiversity metrics, and NatureMetrics tools

Sample **assurance**

Refunds on inconclusive eDNA samples — reduced risk on fieldwork budgets

Designed for scale, rigour and assurance

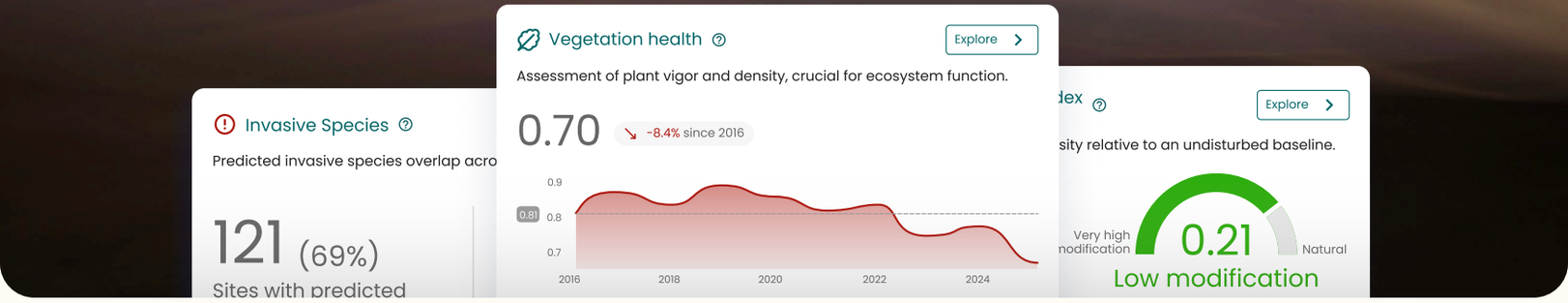
The NatureMetrics platform is designed to support large, complex portfolios across regions and sectors. Data inputs are transparent and traceable, with a clear link from ecological indicators through to reported metrics.

For partners, this is particularly valuable where clients require:

Consistency across projects and geographies

A clear audit trail from data to disclosure

Approaches that are resilient to evolving regulation and investor scrutiny



How NatureMetrics makes it easy to **integrate innovative technologies** into your projects

Use the **NatureMetrics online shop** to get a quote for your project quickly, or speak to one of our team for a bespoke quote.

You can **buy kits** from us without buying the services. This means you can have them ready to go in your offices or warehouses for when you need to **mobilise quickly to the field**.

You can **add services later**, this means you don't need to know the exact number of samples you want analysed at the start. We know nature is unpredictable and the environments might look different to what you expected.

If site access is difficult or the project is high stakes (e.g. a court case), you can take **duplicate samples** and only get one processed with the 2nd sample kept in your freezer as a backup.

If your client has existing data, you can upload this to the **NatureMetrics Intelligence Platform** this shows them the power of ground level nature data and engages them to see the value in collecting more.

How to **become a partner**

1

Intro conversation

Walk through capabilities and explore where NatureMetrics fits your current pipeline

2

Scoping & proposal

We provide standard proposal slides — you edit and we sign off before anything goes to your client

3

Sign your MSA

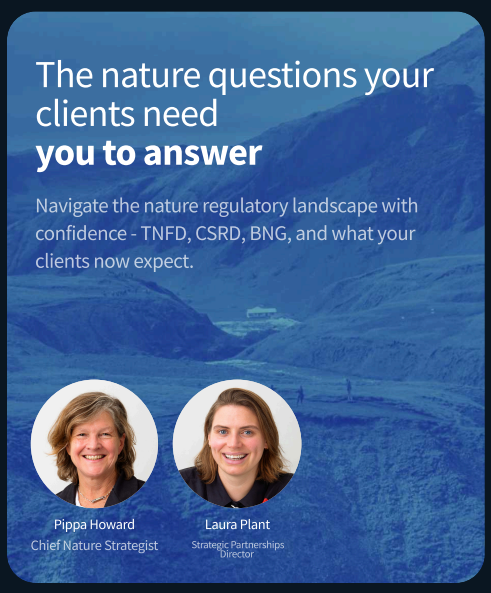
Framework agreement activates preferential terms across all future projects

The New Standard for **Nature Intelligence**

The NatureMetrics team are on hand to help you understand nature reporting, and the role NatureMetrics could play in ensuring you're set up with the future in mind. Chat to the team to get started.

Get in touch

Part **one**



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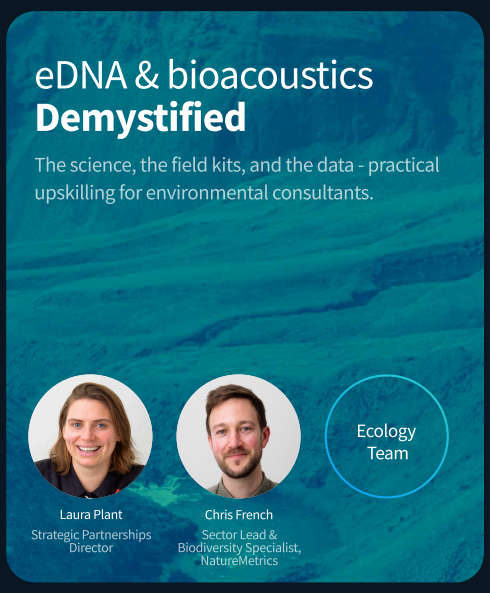

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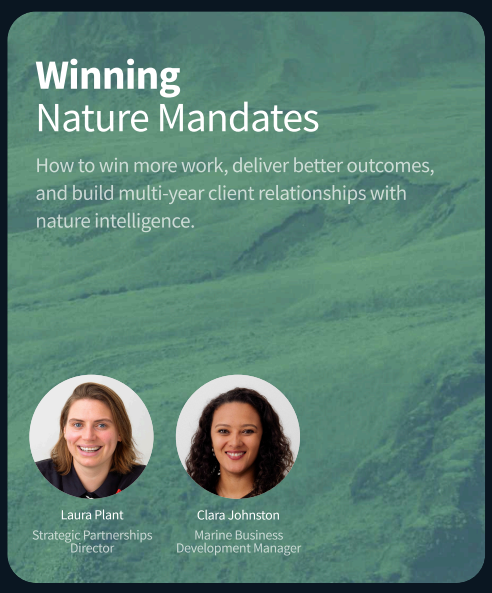

Watch the Nature Intelligence Edge **webinar series** on demand

Watch now