



POST-FIRE ENVIRONMENTAL DUE DILIGENCE: MEASURING LOSSES AND RENDERING ACCOUNTABILITY TO NATURE

15 september 2025

Editorial

“After the fire, we will settle the score with Nature”

The first rains have fallen and, almost reflexively, our concerns about fires seem to evaporate as quickly as the ash is washed away into the waterways. The landscape changes to autumn colours and an illusion of normality sets in. But this is precisely where we fail, year after year. The fire does not end when the last front is brought under control. The real impact begins afterwards, when exposed soils are washed away by torrents, when water becomes more expensive to treat, when the countryside falls silent with the disappearance of wild and domestic animals, when tourism declines because the landscape no longer inspires – or frightens! -, when agricultural producers lose income because pollinators and natural enemies of pests have disappeared. Camões spoke of a fire that burns but cannot be seen, a sign of love and devotion, here what we have **is that everything you see will burn, yesterday, tomorrow or the day after.**

That is what Post-Fire Ecological Due Diligence is for: doing the maths for Nature. It is an exercise in technical, ecological and economic rigour, but also one of justice and a sense of duty towards rural communities. Because only by accounting for visible and invisible losses can we build better. It is not enough to talk about carbon released. The problem goes far beyond that: erosion of 20 tonnes of soil per hectare, millions spent on dredging rivers and reservoirs, the death of thousands of wild animals and the disappearance of hectares of natural habitats, declines in tourism and agricultural production, increased risk of flooding and landslides. If we don't measure it, we can't manage it. If we don't love it, we can't see it.

And when we measure, the results speak for themselves. Galicia, after the fires of 2017, managed to secure European funding because it presented solid figures on losses and benefits from restoration. In France, reports quantifying the decline in tourism in Provence accelerated regional support. In Greece, the 150 million released from the European Union Solidarity Fund only arrived because someone showed, in euros, the value of the lost ecosystem services. Where due diligence was done, there were more resources, more political credibility and more territorial justice.

In Portugal, we cannot continue to treat fires as cyclical, inevitable accidents, the cost of which is always only half paid. What cannot be measured does not exist – and what does not exist cannot be recovered.

Post-Fire Ecological Due Diligence is the tool that allows us to assess the natural capital and services that ecosystems provide us with that have been lost, to assign economic and social value to this silent destruction and, above all, to plan how to regenerate, restore and react. For municipalities, companies or producers, it is the **difference between being held hostage by the ashes or transforming destruction into an opportunity for the future.**

This September, the message is clear: **post-fire due diligence is urgently needed.** We cannot allow the first rain to also wash away the memory and responsibility to fade away. Every hectare burned is an invisible bill that accumulates and that we will all pay sooner or later. Balancing the books now means ensuring we rebuild with resilience, intelligence, and hope.



NUNO GASPAR DE OLIVEIRA

CEO, NBI – Natural Business Intelligence

Highlights:

AIVADOS: Pioneering case of Regenerative Tourism on the South-West Coast with NBI integrating Nature into the economic model

The Nature Restoration Law, approved in 2024 by the European Union, requires all Member States to restore degraded ecosystems by 2050. In Portugal, the National Nature Restoration Plan is being developed and will set clear targets for biodiversity, climate and territorial resilience.

It is in this context that the **AIVADOS – Aldeia do Silêncio** project emerges on the south-west coast as a pioneering example of Regenerative Tourism. More than just mitigating impacts, AIVADOS is committed to regeneration. The 'Regenerate AIVADOS' project – a landscaping plan focused on improving and regenerating natural habitats – includes the creation of a native plant nursery, the restoration of ponds, cork oak forests and riparian galleries, and the installation of hotels for pollinators and a 15-hectare bird sanctuary in a Private Protected Area.

NBI plays a central role here: integrating nature into the economic model, transforming tourism into an agent of restoration that strengthens ecosystems, communities and businesses. With this strategy, tourism is no longer just an economic sector but becomes a tool for environmental regeneration — it is Business as Natural in action, creating a Nature Positive impact and contributing to European goals by 2050.



NBI at the European Business and Nature Summit 2025

Nuno Oliveira will represent NBI at the European Business & Nature Summit 2025, which will take place on 23rd and 24th of October at the iconic Finlandia Hall in Helsinki, **Finland**. This meeting brings together business leaders, policy makers and international experts to discuss innovative strategies that reconcile economic growth with nature conservation. This presence reinforces NBI's commitment to being at the forefront of responsible business transformation, driving Nature Positive solutions and strengthening the concept of 'business as usual' to **'Business as Natural'**.

BUSINESS AS NATURAL

Porto Protocol: More vibrant vineyards by 2025

We are working with **Porto Protocol** on the **Living Vineyards 2025** project, which brings together more than **40 members from 14 countries** to promote **sustainable wine-growing practices and nature-based solutions**.

The focus is on **biodiversity conservation, cultural heritage enhancement and alignment with the European Nature Restoration Law**. Our participation involves the development of indicators, workshops and actions that help make vineyards more resilient and aligned with global sustainability goals.

Ecological restoration in the heart of Gerês leads to Natural Economy

NBI is a partner of Common Home of Humanity and Agrupamento de Baldios da Serra do Gerês in a project promoted by ANA – Aeroportos de Portugal, which will plant 100,000 native trees in the Peneda-Gerês National Park by 2027.

This will be a true **living laboratory of Natural Economy**, where biodiversity, climate resilience and local development go hand in hand. As our CEO, Nuno Gaspar de Oliveira, points out, NBI's role is to ensure that this is not just another carbon project, but rather '**Business as Natural**' – in line with the Nature Restoration Law and the European Sustainability Directive.

At a time when ecological restoration has become imperative, this project shows how it is possible to **regenerate ecosystems, create economic value and strengthen communities**, leaving Gerês with a natural heritage that speaks of the future.

[READ THE ARTICLE](#)

EVENTS

BCSD – Masterclass Biodiversity and Ecosystems

29th and 30th of September 2025

Day 1 online | Day 2 in person (North)

Biodiversity is no longer just an environmental issue: it is a strategic risk and opportunity for companies and municipalities.

The **Masterclass 'Biodiversity and Ecosystems: Assessment and Management'** is an exclusive training course for leaders and decision-makers, with limited places available.

What you will learn:

- **Regulatory framework** (CSRD, TNFD, GRI)
- **Assessing and valuing ecosystem services**
- **Integrating biodiversity** into sustainability strategy
- **Practical cases** and management solutions
- **Field visit** with real-world application

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Good for Beesness Workshop

Biodiversity needs local allies — and Santa Maria da Feira is setting an example. As part of the **Good for Beesness** project, which brings together the City Council and NBI, we invite you to a free, practical workshop on the theme 'Let's go to Beesness? How your organisation can make a difference.'

A short and inspiring session will be held on 20 September, from **9:30 a.m. to 12 p.m.**, where we will share:

- **Real success stories**
- **Local strategies with a positive impact on nature**

At the end, there will be a gastronomic surprise with local flavours.

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Webinar | ESG Spoiler Alert: What to Expect from the EU's New Nature Credits

On the **17th of September**, from **11:30 a.m. to 1 p.m.** (via Teams), we will hold a webinar that is essential for understanding the **future of natural capital valuation in Europe**.

Nuno Oliveira will be participating and sharing his vision on how biodiversity, soils, water, and ecosystems can be transformed into **strategic assets** — with ecological **integrity and measurable impact**.

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