

# Dunya Analytics' Groundbreaking INV Framework Translates Nature Risks into Dollars for Global Businesses

*New framework backed by an open-source dataset enables actionable quantification of corporate nature dependencies*

WILMINGTON, DE, UNITED STATES,  
September 16, 2026 /

EINPresswire.com/ -- [Dunya Analytics](#)

has officially unveiled its proprietary Imputed Nature Value (INV)

Framework. The new model, which marks a major shift in the market, directly solves a critical gap in corporate sustainability by enabling

companies to translate qualitative environmental data into definitive financial metrics.

The logo for Dunya Analytics, featuring the word "Dunya" in a large, purple, sans-serif font above the word "Analytics" in a slightly smaller, purple, sans-serif font.

Dunya Analytics - Turning nature risk into nature action

## The Financial Blindspot in Corporate Nature Risks

“

Executives generally understand that nature risk is business risk, but they haven't had the tools to defend nature-based capital allocation to their boards under strict fiduciary duties.”

*Megan Pillsbury, CEO, Dunya Analytics*

Traditional methods of evaluating ecosystem services focus heavily on environmental economics values or sector-wide economic impacts. While popular tools like the TNFD LEAP framework and the ENCORE database excel at identifying corporate dependencies on nature, they fail to assign a financial dollar value to those risks.

This lack of concrete financial data creates a barrier for executives. Without precise, defensible metrics, corporate leaders struggle to justify capital allocation for environmental risks while maintaining their fiduciary obligations to shareholders.

"Executives generally understand that nature risk is business risk, but they haven't had the tools

to defend nature-based capital allocation to their boards under strict fiduciary duties," said Megan Pillsbury, CEO of Dunya Analytics. "The INV Framework changes that. We are turning qualitative environmental dependencies into hard, decision-relevant financial metrics that fit seamlessly into traditional risk management models."

### Framed as Business Functions

The INV Framework bridges this gap by completely reframing 25 distinct ecosystem services as vital corporate business functions. By mapping these natural processes directly to practical business inputs, Dunya Analytics allows companies to calculate an Imputed Nature Value.

The INV projects the exact downstream financial impacts, operational damages, or replacement costs a company faces if a specific ecosystem service fails. The framework applies across five main business functions:

**Service Provider:** Quantifies the cost to substitute ongoing natural tasks, like wild pollination, with manual or mechanical labor.

**Pollution Remediation:** Calculates the cost of engineered pollution controls or regulatory penalties if natural filtration systems break down.

**Supplier:** Measures the financial premium of sourcing vital material inputs, such as water, from alternative commercial providers if natural sources dry up.

**Infrastructure:** Evaluates potential facility damage or the cost of building artificial barriers when natural storm mitigators, like mangrove forests, are degraded.

**Asset Amenity:** Determines the loss in property valuation or consumer revenue when a surrounding natural asset, like a forest next to a hotel, is lost.

"By treating nature as an outsourced service provider or a critical infrastructure asset, businesses can more easily ascertain the cost of its loss," added Dr. Rebecca Stern, Chief Science Officer. "The INV Framework traces a path through business functions and scenarios to financial impacts, all based on a firm's own data. This means the results are both defensible and actionable."

### The INV Framework in Action

The INV Framework is implemented on a location-specific nature risk, and results from multiple risks across multiple sites can be rolled up into a global enterprise view of nature financial risk.

This new capability is already available in the Dunya Analytics platform. Users capture location-specific nature risks and are provided the pathways for financial impacts. They can then curate response scenarios and compare actions by return-on-investment. With a global mapping of nature risks and actions, allocating capital becomes easy.

### Shifting Compliance into Capital Strategy

While the INV Framework focuses squarely on bottom-line financial dependencies rather than broader social impacts or outward corporate footprints, it offers enterprises from manufacturing to food production the ability to elevate nature risk from a passive corporate compliance exercise into an actionable metric for proactive capital allocation.

### Open-Source Methodology and Data Availability

To foster global collaboration and transparency, Dunya Analytics has published a comprehensive peer-reviewed paper detailing the mechanics of the framework. Alongside the research, the company has released an open-source dataset to allow researchers and risk managers to deploy the model immediately. The complete paper, methodology and dataset can be accessed directly at <https://zenodo.org/records/22772235>.

For further enquiries:

[media@dunya-analytics.com](mailto:media@dunya-analytics.com) | [dunya-analytics.com](https://dunya-analytics.com)

### About Dunya Analytics

Dunya Analytics is an award-winning enterprise-risk platform which empowers businesses to navigate the regenerative economy confidently by transforming complex environmental data into strategic, actionable intelligence.

### Media

Dunya Analytics

[media@dunya-analytics.com](mailto:media@dunya-analytics.com)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/940594957>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.