

Building Canada Well Through Our Greatest Advantage: NATURE



**Canada's
Nature
Advantage**

When properly valued in national planning, nature is a powerful resource for growing a prosperous, sustainable and proudly Canadian economy.



96%

of Canadians believe it is important for Canada to position nature as one of its most valuable economic assets.



80%

of Canadians continue to support the federal government helping businesses transition their operations to adopt nature-based solutions.



\$3.6T

The federal government's estimated value of Canadian ecosystem services such as clean air, fresh water, climate regulation and wildfire resilience.

Seven Policy Pillars to Unlock the Value of Nature

Canadians want a future that grows the economy, strengthens communities, and protects the natural advantages that make Canada unique. By creating the conditions for investment in nature-positive working landscapes, Canada can unlock new sources of economic value, strengthen rural and Indigenous economies, improve the resilience of communities and supply chains, and reinforce our position as a global leader in sustainable growth. The Seven Policy Pillars provide a practical roadmap to build a stronger and better Canada by recognizing, valuing, and investing in the natural systems that support our economy and quality of life.

FOUNDATIONAL ENABLERS: CREATING THE CONDITIONS FOR INVESTMENT

1. Count Nature as a Long-Term Asset

Recognizing nature as a productive asset helps governments make better decisions, reduce future costs, improve resilience, and direct investment toward assets that support lasting economic, environmental, and community benefits.

2. Create One Set of Reliable Information

Shared data, trusted measurement systems, and consistent information lower costs, improve decision-making, and give businesses, investors, governments, and Indigenous Nations the confidence to invest and act at scale.

3. Anchor Policy in Indigenous Rights

Clear recognition of Indigenous rights, governance, and stewardship creates more durable projects, reduces risk, supports economic reconciliation, and expands opportunities for Indigenous ownership and leadership.

CAPITAL MOBILIZATION TOOLS: DE-RISKING AND SCALING INVESTMENT

4. Build Investment-Grade Project Portfolios

Aggregating nature-positive projects and reducing early-stage risk helps attract larger pools of capital, bring new projects to market, and create economic opportunities in rural, northern, and Indigenous communities.

5. Incentivize and De-Risk Investment

Targeted incentives and financing tools help businesses, producers, forest managers, and Indigenous Nations invest with confidence, generating long-term economic returns while strengthening natural assets.

MARKET INFRASTRUCTURE: CREATING DURABLE REVENUE STREAMS

6. Advance a National Nature-Based Carbon Market

A high-integrity carbon market rewards activities that store carbon, improve ecosystems, and strengthen resilience, creating investable opportunities that attract capital to Canada's working landscapes.

7. Reward Nature-Positive Development

A credible nature market framework can channel investment into conservation, restoration, and Indigenous-led stewardship while providing greater certainty for infrastructure, resource, and development projects.

Learn more about how Canada can realize the economic opportunity of nature by implementing 7 Policy Pillars

