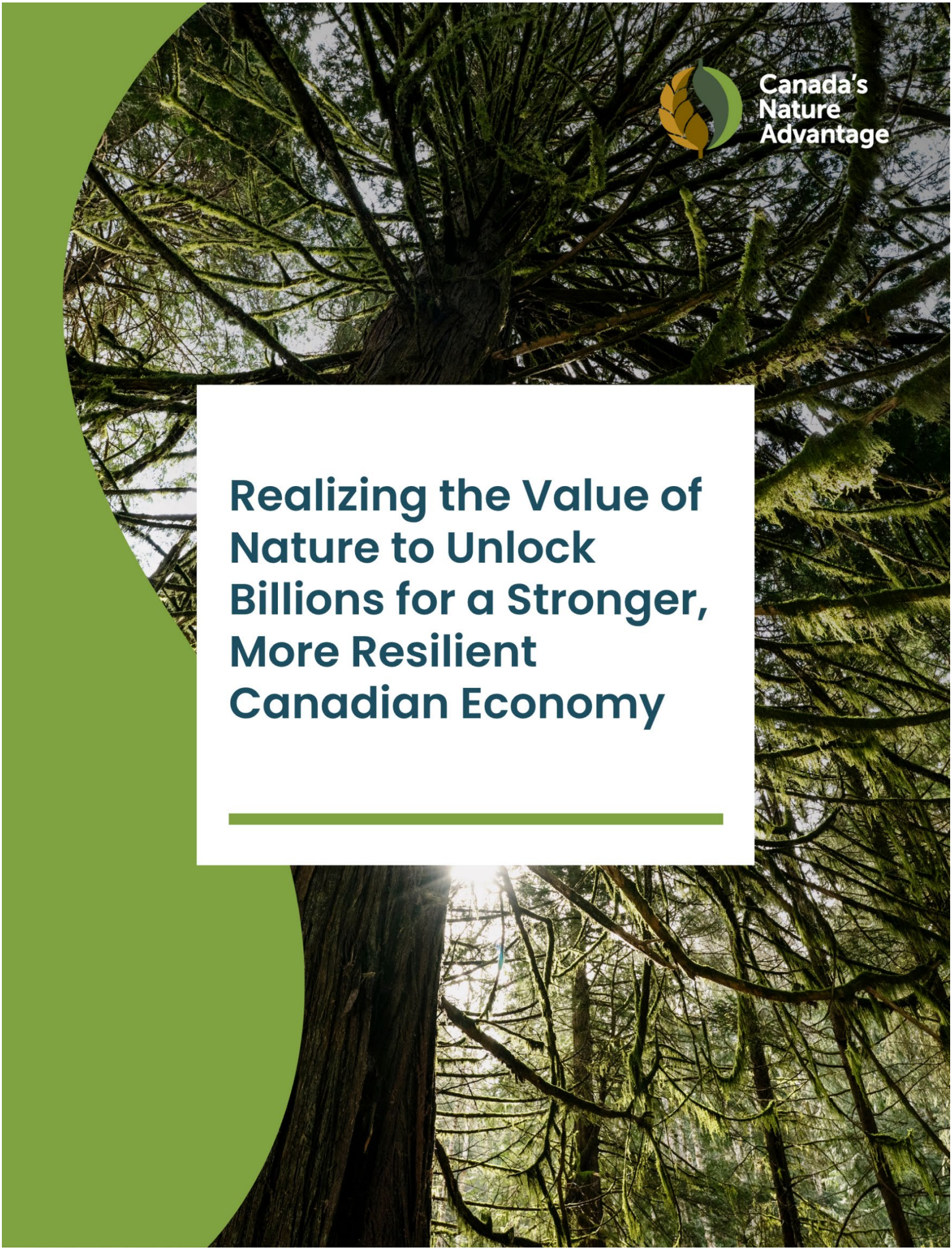


Canada's Nature Advantage

Realizing the Value of Nature to Unlock Billions for a Stronger, More Resilient Canadian Economy

Photo: Kiliii Yuyan

Realizing the Value of Nature to Unlock Billions for a Stronger, More Resilient Canadian Economy

Executive Summary

Nature has value that we are not accounting for. Canada holds 20% of global freshwater, 25% of wetlands, 24% of boreal forests and the world's longest coastline. This vast natural heritage provides benefits such as clean air and water, climate regulation and flood and fire mitigation. When properly valued in national planning and policy design, these nature-based solutions also generate real economic returns.

By enabling investment in practices that protect, manage or restore nature, known as Natural Climate Solutions (NCS), Canada could mitigate up to 78 million tonnes of CO_2e each year and support value creation across major economic sectors, such as agriculture, forestry and Indigenous-led economies. New research from leading institutions and experts — including Oxford Economics, Serecon, University of British Columbia Professor Dr. Tara Atleo, Wahkohtowin Development GP, Smart Prosperity Institute and the Royal Bank of Canada's Climate Action Institute — demonstrates the billions of dollars in value for Canadian communities, businesses and the environment that can be unlocked through targeted investments in NCS.

A central challenge to scaling NCS is that their value is largely realized outside conventional markets, creating weak investment signals for producers and landowners who often must absorb the upfront costs while providing public benefit. This report synthesizes evidence to show that each NCS pathway faces distinct barriers to adoption, driven by mismatches between when and how costs are incurred and benefits realized and highlights the need for reliable revenue streams such as carbon markets. Unlocking the full potential of NCS in Canada will require a creative and diverse suite of policy and finance mechanisms to catalyze private investment and align markets with Canada's long-term goals of self-reliance and resilience.

Indigenous stewardship and consent are foundational.
Indigenous governance, rooted in law and inherent rights alongside deep connection to place, provides legitimacy and durability for investment, ensuring consent and projects are co-designed with communities and reflect intergenerational priorities. Examples such as the Great Bear Rainforest and the Cheakamus Community Forest illustrate how Indigenous-led stewardship delivers diversified local economies, permanent jobs and cultural vitality, unlocking the potential of Indigenous economies as a central driver of Canada's clean growth strategy.

Managing timing and cost barriers is central to successful adoption.
In the Southern Prairies, widespread adoption of an NCS pathway for agriculture — cover crops — can generate over $650 million in net financial returns by 2035 but requires more than five years to break even. Similarly, reduced tillage often demands capital investments of hundreds of thousands of dollars and up to a decade to deliver positive returns. These pathways can generate over $6 billion dollars in public ecosystem benefits within the first ten years, but producers absorb nearly all upfront costs. Without flexible, outcome-focused policy tools, these delayed private returns and front-loaded

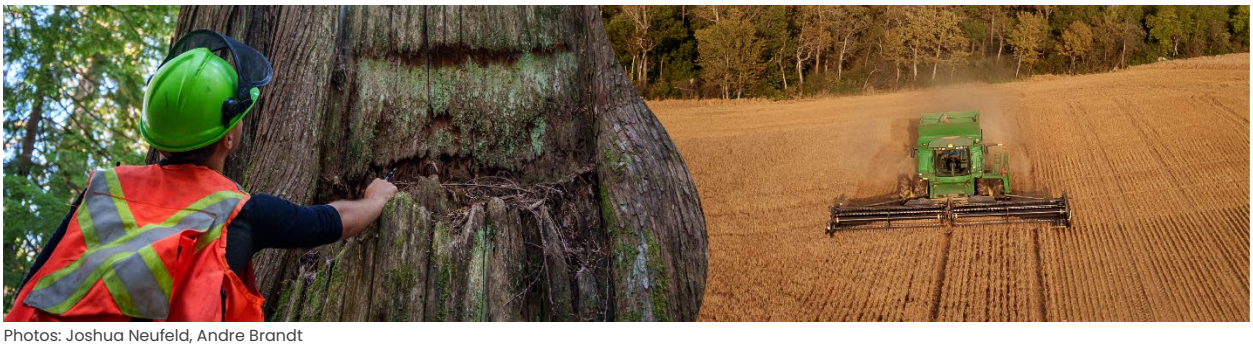
investment requirements slow adoption even when long-term economic and environmental benefits are clear.

Carbon markets unlock private investment in high-impact pathways.
Carbon markets are critical for the long-term financial viability of many NCS pathways. Without carbon revenues, pathways such as the conservation of old and biodiversity-rich forests in British Columbia or the conservation of endangered grasslands in the Southern Prairies remain persistently unprofitable for managers and producers. With the inclusion of carbon revenue, conservation of old growth forests becomes financially viable within two years and generates roughly $7 in financial returns per dollar invested over ten years. Similarly, grassland conservation reaches viability within four years and generates approximately $3 per dollar invested. Credible carbon markets can shift NCS pathways from persistent financial losses to investable opportunities, while also unlocking substantial public benefits such as water purification, erosion regulation and air quality regulation.

Recognizing shared public benefits strengthens the case for co-investment.
A defining challenge for many NCS pathways is the mismatch between who pays and who benefits. Private landowners typically bear adoption costs while receiving a fraction of the total benefits realized. Climate regulation often accounts for the largest share of created value, up to 97% in the case of fire risk management. With additional regional and national benefits, such as pollination and flood mitigation, this value can reach hundreds of millions of dollars by 2035. This imbalance underscores the need for co-designed investment platforms that combine public, philanthropic and private capital to scale NCS adoption and align incentives with nature's full value.

Investing in data, measurement and monitoring systems can reduce costs and uncertainty for investors.
Integrated data infrastructure — combining remote sensing, field monitoring and Indigenous-led systems — supports credible, outcome-driven solutions and lowers barriers to adoption. Initiatives such as Harvest to Gather demonstrate how unified planning and knowledge transfer accelerate the uptake of regenerative practices, while government-enabled monitoring systems in Prince Edward Island have reduced environmental impacts and facilitated access to carbon markets.

Canada's nature advantage is clear.
NCS pathways can deliver substantial economic, environmental and social value across Canada, but their full adoption remains constrained. Now is the time for coordinated action. Corporations must integrate natural capital into business models. Policymakers must de-risk investment and stimulate markets that help replicate and scale nature-positive business models and grow Indigenous equity across the value chain. By embracing these solutions, Canada can unlock the full value of its working landscapes, secure long-term prosperity and position itself as a global leader in nature-based economic growth.



Photos: Joshua Neufeld, Andre Brandt

Introduction

Canada has a nature advantage. Our forests and farmlands supply clean air and water, regulate climate, support pollination, reduce floods and fires and offer recreation and cultural connection. Yet these essential services remain largely unaccounted for in our national economic strategy. We have yet to realize that nature, when properly valued, can support a resilient economy and national prosperity.

"Every sector eventually traces back to dependence on healthy ecosystems, even those based on human services. People depend on clean air and water and on the functioning ecological systems that sustain our societies. Nature isn't isolated or a separate branch of the economy, rather it is the foundation that makes economic activity possible."

- **Dr. Tara Atleo**, "Rooted in Reciprocity: Indigenous Stewardship and Natural Climate Solutions"

As the second-largest country in the world, Canada is one of just five nations that together contain more than 70% of the world's remaining intact ecosystems. Our country is home to 20% of the world's freshwater, 25% of its wetlands, 24% of its boreal forests, the world's longest coastline and one of the largest marine territories.[i] This natural heritage is a national advantage that is currently being overlooked.

Consolidating findings from six independent research papers, this report quantifies the essential value of nature and Natural Climate Solutions (NCS) into scalable economic opportunities and outlines practical pathways to build a thriving Canadian economy rooted in our working landscapes. For example, one-time transition funding for regenerative agricultural practices could create over $650 million in net returns in the Prairies by 2030, while credible carbon compliance markets can make the conservation of grasslands and old and biodiverse forests financially viable.

Current investment falls short: Global nature finance is roughly $270 billion per year, but realizing the full benefit of nature by 2030 will require over $580 billion annually, with nearly $3.3 trillion in economic value at risk if critical ecosystem services collapse. Today, governments provide over 80% of nature finance, underscoring the urgent need to mobilize private capital to help close this gap.[ii]

The pathways outlined in this report offer an innovative solution to national planning that positions Canada's working landscapes — and the forest managers, producers and Indigenous Peoples who steward them — as drivers of economic prosperity through environmental stewardship. In this way, we can realize a uniquely Canadian advantage to build a home-grown economy that honours our natural heritage.

Indigenous Stewardship and Consent are Foundational

Indigenous systems of stewardship over lands and water are extensions of Indigenous laws and a connection to place. These systems have a long history of sustaining forests, fisheries and many other landscapes over generations. They offer invaluable lessons on how to manage resources sustainably, in large part due to the embedded rights and responsibilities that form the basis for stewardship decision making and that tie together intergenerational equity, ecosystem health and human and cultural well-being. Centering Indigenous stewardship is therefore fundamental to the successful implementation of NCS.

"Under Indigenous law and governance, people and the natural world are interconnected. Stewardship is not seen as a transaction or a temporary service, but rather as an ongoing relationship of care, accountability, and reciprocity. The most ethical and efficient way to look at closing the financing gap is to first look at strengthening Indigenous-led models that already draw cultural, ecological, social and financial capital together."

- **Dr. Tara Atleo**, "Rooted in Reciprocity: Indigenous Stewardship and Natural Climate Solutions"

Photo: Allison Penko

Indigenous stewardship of lands and waters is a manifestation of Indigenous governance — a notion well-highlighted by Indigenous Guardians programs. These programs and their accompanying stewardship projects are sustaining natural capital and yielding durable social, environmental and financial outcomes.[iii] For instance, the Coastal Guardian Watchmen continue the time-tested tradition of stewardship by First Nations along the Pacific Coast, efforts central to the vision of Coast Funds for Indigenous-led conservation and economic prosperity in the Great Bear Rainforest and Haida Gwaii. Since 2007, Coast Funds has invested over $100 million and attracted additional investments with a ratio of approximately 3:1, all the while delivering diversified local economies, permanent jobs and cultural vitality. Similarly, stewardship is at the heart of the Cheakamus Community Forest near Whistler, BC. This innovative management agreement covers 33,000 hectares and provides $100,000 of annual revenue from sales of carbon credits while delivering forest jobs and $1 to $2 million annually to the local economy from sustainable logging. These examples highlight how Indigenous stewardship, and the governance systems in which it's embedded, are fundamental to building Canada's nature-based economy.

Indigenous stewardship, leadership and early consent reduce legal, reputational and ecological risk, thereby improving investment readiness, credibility and longevity. In practice, Indigenous leadership avoids a common circumstance whereby projects proclaim to minimally meet compliance obligations around consultation as a procedural add-on. Instead, Indigenous rights and decision making should define eligibility and governance of NCS projects, with Indigenous governments as leaders, owners and co-designers, replacing approaches that treat rights as constraints or that only recognize Indigenous communities as consultees. Creating clarity on jurisdiction and Indigenous rights to lands and ecosystem benefits removes one of the biggest barriers to investment in NCS projects on public lands.[iv]

CASE STUDY

Projects for permanence and prosperity: Long-term finance as a catalyst for a new economic model

Where: Great Bear Rainforest and Haida Gwaii, British Columbia, Canada

Coast Funds has been a catalyst for Indigenous-led and -owned economic development initiatives in the Great Bear Rainforest, which includes the growth or establishment of 144 businesses and the creation of more than 1,400 jobs – including 850 full-time roles with salaries totalling more than $70 million.

Case studies were originally published by RBC Climate Action Institute: Unearthing Value: How nature can play a critical role in pro-growth agendas.

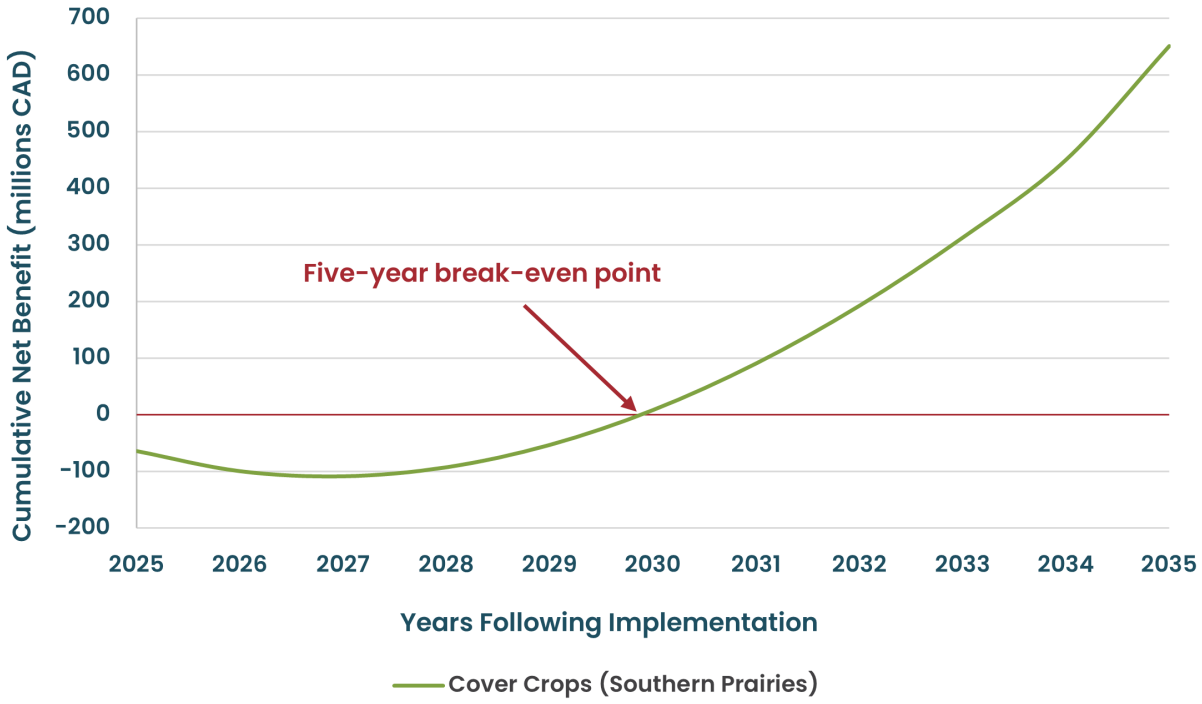
Read the full case study here.

Managing Timing and Cost Barriers is Central to Successful Adoption

A central challenge for effective investments in NCS is the timing of costs and benefits borne by agricultural producers and forest managers. Many NCS, such as regenerative agricultural practices, require significant upfront investment and can take years to yield positive financial returns.

Oxford Economics shows that the adoption of cover crops (figure below) and reduced tillage in the Southern Prairies and Southern Ontario can take anywhere from five to ten years to break even. For example, while the net financial return across a 10-year period of widespread cover crop adoption in the Southern Prairies is over $650 million, it takes over five years to break even following adoption. Cover-crop seed costs alone can be upwards of $173 per hectare, with an average cost of $101 per hectare.[v] Similarly, transitioning from conventional to reduced tillage can require a one-time capital investment by producers of hundreds of thousands of dollars.[vi] Despite these upfront investments, both cover crops and reduced tillage generate positive financial returns for the investor over the long-term.

Investment in Regenerative Agriculture Leads to Long-Term Financial Results



Source: Oxford Economics, *The Case for Investing in Canada's Natural Climate Solutions*, report prepared for Nature United, October 2025, https://www.natureadvantage.ca/content/dam/tnc/nature/en/documents/t/h/the-case-for-investing-in-canadas-natural-climate-solutions-oxford-economics.pdf; C. Ronnie Drever et al., "Natural Climate Solutions for Canada," Science Advances 7, no. 12 (2021), https://doi.org/10.1126/sciadv.abd6034.
Note: Cover crop benefits are estimated as the financial benefit of fodder. Cost estimates are from Drever et al. (2021).

Ensuring broad investment in regenerative agriculture is not just a good long-term business decision for the producer. Over the first ten years alone, the transition to cover crops and reduced tillage can generate over $4 billion in public benefits in the Southern Prairies and over $2 billion in public benefits in Southern Ontario via environmental services such as erosion regulation, water purification, pollination, soil nutrient regulation and air quality regulation.

With the right policy tools, Canada can overcome these barriers to adoption and unlock the full potential of NCS. Such policy tools may include tax incentives, loan guarantees and other related concessional finance instruments. These policy tools should prioritize flexible, outcome-focused support that empowers producers and forest managers to adopt sustainable practices in tailored ways that fit their operations and help unlock the long-term financial benefits of these practices. They should enable producers and forest managers to innovate and learn from real-world demonstrations, leveraging the diversity and adaptability of Canadian production systems. The Harvest to Gather case study, described below, demonstrates how redesigning food supply chains and pairing regenerative practices with verified ecosystem outcomes can turn short-term transition challenges into sustained financial value. Targeted policy tools can catalyze the shift to these sustainable NCS practices that, once established, align social, economic and environmental objectives without the need for continued financial intervention.

CASE STUDY

Restoring natural value in Ontario's Carolinian zone

Where: Southern Ontario, Canada

Harvest to Gather transformed Ontario farming by integrating production, processing, retail and ecosystem monitoring to free agriculture from practices and supply chains that valued volume over stewardship. The platform now supports 150 employees and dozens of partner farms, nearly tripling revenues with margins and growth far above industry norms. Regenerative practices restored biodiversity: monarchs, bees, mallards and woodpeckers returned within seasons. By aligning economic success with ecological health, Harvest to Gather proves resilience and profitability can thrive together.

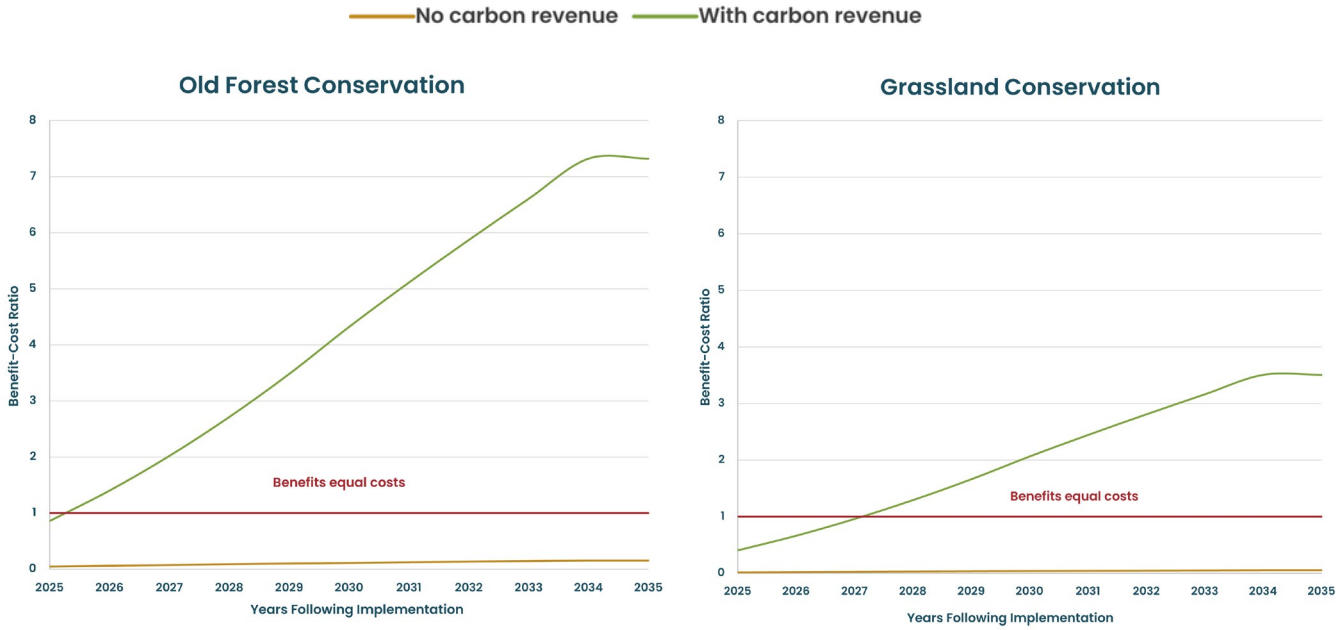
Read the full case study here.

Carbon Markets Unlock Private Investment in High-Impact Pathways

Sustaining and scaling carbon markets is essential for the long-term viability of many NCS pathways. Carbon markets with clear protocols and regulatory backing can deliver the scale and certainty needed for NCS projects to become financially viable and can also serve as a catalyst for the development of other ecosystem service credits, such as with biodiversity and water.

Oxford Economics shows how the introduction of carbon markets can transform the financial outlook for certain NCS pathways that would otherwise remain out of reach for private capital. The figure below shows the benefit-cost ratios of old forest conservation in British Columbia and grassland conservation in the Southern Prairies. That is, they show the total dollar return for every one dollar invested in these pathways over the 2025 to 2035 period. Without carbon markets, old forest conservation in British Columbia is not a financially viable private investment. However, when revenues from carbon credits are included, old forest conservation breaks even by year two. A similar pattern emerges for grassland conservation in the Southern Prairies: While traditional financial returns alone are insufficient to offset costs, the addition of carbon market revenues shifts the outlook from persistent net losses to a financially viable investment within four years. Over a ten-year period, old forest conservation and grassland conservation in these two regions generate $7 and $3 of financial returns to the forest manager and producer, respectively, for every $1 invested when carbon markets are integrated into the revenue streams.

Sustained Carbon Markets are Critical to the Financial Viability of Forest and Grassland Conservation



Source: Oxford Economics, *The Case for Investing in Canada's Natural Climate Solutions*, report prepared for Nature United, October 2025, https://www.natureadvantage.ca/content/dam/tnc/nature/en/documents/t/h/the-case-for-investing-in-canadas-natural-climate-solutions-oxford-economics.pdf; C. Ronnie Drever et al., "Natural Climate Solutions for Canada," *Science Advances* 7, no. 12 (2021), https://doi.org/10.1126/sciadv.abd6034; Government of Canada, *Update to the Pan-Canadian Approach to Carbon Pollution Pricing 2023–2030* (Ottawa: Environment and Climate Change Canada, 2023), https://www.canada.ca/en/environment-climate-change/services/climate-change/pricing-pollution-how-it-will-work/carbon-pollution-pricing-federal-benchmark-information/federal-benchmark-2023-2030.html.

Note: Yellow line includes financial benefits only, which are defined as the green premium and the sale of timber products for old forest conservation and fodder sales for grassland conservation. The green line includes carbon benefits using Canada's national carbon price schedule. Cost estimates are from Drever et al. (2021).

Harmonizing market frameworks for ecosystem service credits, beginning with carbon and expanding to biodiversity and water, are critical to unlocking the full potential of NCS in Canada. Compliance markets offer price stability and predictability that investors need to make long-term commitments, enabling better planning and reducing the risk of sudden market shifts. For example, without carbon credits, the permanence of grassland conservation is always in question as its traditional economic case is highly sensitive to commodity prices and market conditions. While carbon credits can shift the financial outlook of these NCS pathways for the producer and forest manager, the full benefits of the change are much broader. Over the first ten years alone, grassland conservation in the Southern Prairies would generate $8.9 million in water purification, erosion regulation, soil nutrient regulation and air quality regulation benefits. Ultimately, with these market frameworks, Canada can provide the durable signals and rewards that tip the balance toward sustainable pathways, ensuring that private capital flows into projects that deliver lasting social, economic and environmental benefits.

CASE STUDY

Optimizing returns: Farmers advancing impact and profitability through water stewardship

Where: Southern Manitoba, Canada

Farmers in the Lake Winnipeg Basin are transforming their role in conservation through water stewardship action on their farms. After outcomes were assessed from two years of practice adoption, farmers generated (on average) $6,900 per acre of value for the public through ecosystem services such as pollination habitat, soil health and water regulation. The value returned to farmers, based on carbon market values in the region, was $33 per acre.

Case studies were originally published by RBC Climate Action Institute: Unearthing Value: How nature can play a critical role in pro-growth agendas.

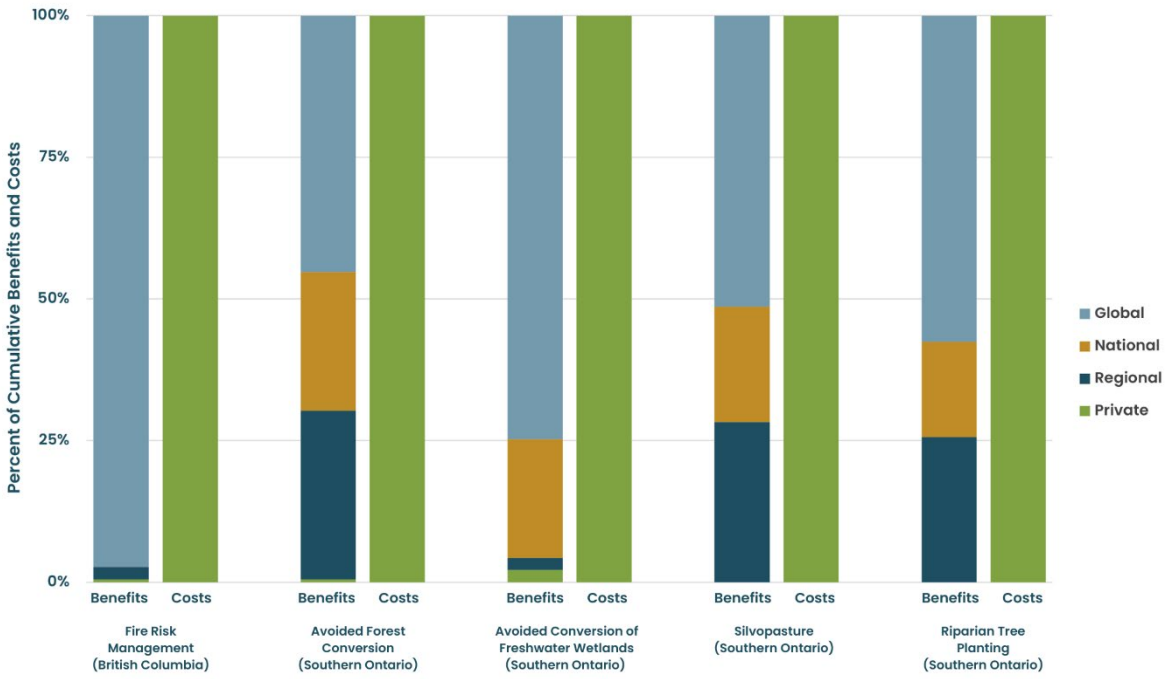
Read the full case study here.

Recognizing Shared Public Benefits Strengthens the Case for Co-Investment

Many benefits of NCS flow to individuals or groups beyond the producer or forest manager and accrue at various levels. This misalignment means that individual producers and forest managers typically underinvest in NCS relative to the scale that would maximize public benefits.

The figure below shows the costs and benefits across four different NCS pathways categorized by private, regional, national and global benefits and costs. Oxford Economics shows that while producers and forest managers generally incur 100% of the adoption and transition costs, they typically receive less than 2% of the total benefits, which include financial benefits and other ecosystem service benefits. Climate regulation through carbon sequestration is a global public good and often makes up the largest share of benefits, as much as 97% of the total benefits in the case of fire risk management. Regional benefits, such as pollination services from restored habitats, support neighbouring farms and natural areas, and benefits such as erosion regulation prevent sedimentation to local waterways. These regional benefits represent roughly $300 million for avoided forest conversion, $140 million for silvopasture and $320 million for riparian tree planning in Southern Ontario by 2035.[vii] National benefits, such as air quality regulation and flood mitigation, represent over $440 million for avoided forest conversion, $37 million for avoided conversion of freshwater wetlands, $250 million for silvopasture and $350 million for riparian tree planting in Southern Ontario by 2035.

Landowners Pay the Costs While Benefits Flow to Everyone



Source: Oxford Economics, *The Case for Investing in Canada's Natural Climate Solutions*, report prepared for Nature United, October 2025, https://www.natureadvantage.ca/content/dam/tnc/nature/en/documents/t/h/the-case-for-investing-in-canadas-natural-climate-solutions-oxford-economics.pdf; C. Ronnie Drever et al., "Natural Climate Solutions for Canada," *Science Advances* 7, no. 12 (2021), https://doi.org/10.1126/sciadv.abd6034.
Notes: Percentages represent share of cumulative benefits by 2035 for each category. Private benefits defined as the sale of timber products and soil nutrient regulation; regional benefits defined as recreation and tourism, avoided damage to infrastructure, water purification, pollination, and erosion regulation; national benefits defined as air quality regulation and regulation of water timing and flows; and global benefits defined as carbon sequestration. Cost estimates are from Drever et al. (2021).

Because of these inherent market failures, private investment alone is insufficient to support NCS adoption at scale. Public and philanthropic co-investment can help ensure that the broad-based benefits of NCS, such as recreation, water purification, pollination and climate regulation, are recognized. By pooling capital and sharing risk, blended investment approaches can better reflect the full value of NCS and support portfolios of NCS projects that would otherwise struggle to attract financing. When incentives are aligned across public, philanthropic and private capital, investment can flow more efficiently into NCS, unlocking durable economic, environmental and social returns.

CASE STUDY

Diversified prosperity: A community approach to land tenure makes way for multiple revenues and beneficiaries

Where: Whistler, British Columbia, Canada

B.C.'s Community Forest Agreements opened a pathway for community-led logging that is delivering on a triple bottom line business model that generates profit from ecosystem services such as carbon sequestration, tourism and logging. Since its inception in 2009, the Cheakamus Community Forest has avoided an estimated 10,000 to 15,000 tonnes of CO_2e emissions annually, generating over 150,000 carbon credits to-date, which equates to about $100,000 per year from carbon sales to reinvest in forest stewardship.

Case studies were originally published by RBC Climate Action Institute: Unearthing Value: How nature can play a critical role in pro-growth agendas.

Read the full case study here.

Investing in Data, Measurement and Monitoring Systems can Reduce Costs and Uncertainty for Investors

Common frameworks for measuring environmental outcomes of NCS alongside their economic value can go a long way towards enabling successful projects. Widely agreed-upon, cost-effective and rigorous ways of measuring outcomes can facilitate value creation and certainty for all parties involved in NCS. This notion is well-captured by Rowe Farms and the Harvest to Gather model. This initiative created an integrated system of planning, data collection, training and knowledge transfer that allowed the rapid expansion of regenerative agricultural practices and effective connections among producers, products and markets. Similarly, investment by the provincial government, with involvement by the P.E.I. Federation of Agriculture, provided a real-time monitoring system that allowed producers low-cost access to carbon markets while reducing the environmental impact of potato production. This improved data collection led producers to make better-informed input decisions that reduced GHG emissions between 50-150 kilograms of CO_2e per hectare and provided potential input savings of $50-$120 per hectare. If applied across all potato production on P.E.I., this approach could create up to $5.2 million in savings for producers. In other words, integrated data systems can support integrated solutions to complex problems of NCS implementation by providing data infrastructure for government budgeting, policy and program design, development of offset protocols, business planning and key information for investment decisions.

Photo: Andre Brandt

A key role for government and non-governmental organizations is developing a national-scale data infrastructure that integrates remote sensing, field data collection, Indigenous- and community-led monitoring and shared analytics. This effort should build interoperability, transparency and open accessibility. At its best, it would work across all levels of government so that all are aligned in its utility and rely on the same infrastructure for decision-making about NCS. Canada has a rich history and expertise in remote sensing and earth observation. Building out a common monitoring framework could rapidly scale the development of carbon markets, as was done, for instance, with the U.S. Forest Inventory and Analysis Program[viii] to create a dynamic baseline assessment in forest carbon crediting. These data systems, coupled with other applied approaches and practitioner-to-practitioner networks such as the producer-to-producer examples from Ontario and Prince Edward Island, can foster practice uptake and peer learning in a real-world production setting.[ix] The expansion of profitable NCS will require rigorous and widely available data systems, alongside a system that lowers the information and cost barriers to adoption.

CASE STUDY

Precision profits: Digital agriculture as a driving force for economic and environmental efficiency

Where: Prince Edward Island, Canada

In 2024, a semi-automated software version of the P.E.I. Federation of Agriculture Internet of Things (AgIoT) algorithms were used to model pilot farms participating in their Low Carbon Cropping Initiative. The results from the pilot farms showed that the farms' GHG emissions reductions are between 50 kilograms and 150 kilograms of CO_2e per hectare, and that farmers could save $50 to $120 per hectare on inputs. If these modelled efficiencies were applied to the 35,020 hectares of annual potato production, it could reduce 1,750 to 5,250 tonnes of CO_2e per year.

Case studies were originally published by RBC Climate Action Institute: Unearthing Value: How nature can play a critical role in pro-growth agendas.

Read the full case study here.

Conclusion

Canada is at a pivotal moment, facing the urgent need to build an economic strategy that realizes our national advantages.

The evidence in this report demonstrates that by accounting for the value of nature through enabling policy and market infrastructure, Canada can deploy the economic potential of our vast forests and farmlands. These investments stimulate new business and innovation opportunities that reward environmental stewardship and reduce emissions while safeguarding biodiversity. Canada must position our working landscapes — and the forest managers, producers and Indigenous Peoples who steward them — as drivers of prosperity and growth while safeguarding our natural heritage for generations to come.

The pathways presented here represent an integrated system where each pillar strengthens the others to enable investment and realize the full potential of nature's value. Together, these elements create the conditions for private capital to flow at scale, making investments both financially and environmentally durable.

- Indigenous leadership provides governance legitimacy and ensures that projects are rooted in place-based priorities.
- De-risking mechanisms, such as targeted tax credits and transition funding, help close gaps during the critical adoption period.
- Harmonized market frameworks for ecosystem credits, especially carbon, create revenue certainty and unlock new investment opportunities.
- Blended finance platforms combine public, philanthropic and private capital to encourage and scale nature-positive investment and distribute benefits across all stakeholders.
- Shared data infrastructure — including remote sensing and community-led monitoring — ensures accountability and transparency, supporting credible, outcome-driven solutions.

Across the country, region-specific analyses and case studies show that when implementation barriers are addressed, and the full value of nature is accounted for, well-designed frameworks can work at scale to deliver real benefits for communities and the environment. From regenerative agriculture in the Prairies, which creates hundreds of millions in net financial returns, to old forest conservation and Indigenous-led stewardship in British Columbia, the evidence demonstrates that investments in NCS pay off.

Realizing Canada's nature advantage requires an innovative approach to national planning that recognizes environmental outcomes as economic opportunities that support prosperity and long-term resilience. The time is now to account for this value and secure a brighter future for Canadians.

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Disclaimer: This report synthesizes research and analysis conducted by Oxford Economics, Serecon, University of British Columbia Professor Dr. Tara Atleo, Wahkohtowin Development GP, the Smart Prosperity Institute, and the Royal Bank of Canada's Climate Action Institute. The research summarized herein was commissioned, funded, or undertaken in partnership with Nature United.

The views expressed in this report reflect a synthesis of these research contributions and do not necessarily represent the individual positions of each contributing organization. All financial figures presented in this report have been adjusted to 2025 Canadian dollars (CAD), unless otherwise noted.

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Photo: Andre Brandt