

CANADA PROGRAM

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From our director

The story we tell about nature is changing—and so is the future we're building together. For decades, the dominant narrative claimed that conservation and economic growth were opposing forces. But that story is unraveling. Today, we know nature is not a liability; it's a cornerstone of our future—the foundation of healthy communities and resilient economies.

Our work builds on partnership and impact, calling for bold, collaborative action. We unite governments, communities and businesses to deliver solutions none can achieve alone. We're committed to learning as we go and evolving for greater impact.

The challenges are complex, but solutions are within reach, if we act together. Every partnership formed, hectare conserved and policy shaped is building a future for nature and people. Thank you for being part of this work.



Hadley Archer, Executive Director



Adopting sustainable and regenerative practices across key sectors—such as forestry and agriculture—will ensure thriving and productive landscapes for generations to come. © Nanwakolas Council

Realizing the value of nature Environmental services can unlock billions for a stronger economy

Canada doesn't have to choose between nature and a strong economy. When properly valued, the essential benefits provided by our forests, farmlands and waters—such as clean air and water, climate regulation and fire resilience—can build prosperity for generations to come.

A new report, *Realizing the Value of Nature to Unlock Billions for a Stronger, More Resilient Canadian Economy*, reveals actionable solutions to build a future that protects, restores and values nature as the foundation of our economy, sovereignty and well-being. This blueprint from Canada's Nature Advantage—a network supported by our Canadian affiliate, Nature United, and leaders in forestry, agriculture, finance

[Learn more](#)

“This research is proof that Canada does not need to choose between nature and economy.”

Hadley Archer, Executive Director, Canada Program

and Indigenous business—aligns with the vision outlined in the Government of Canada's A Force for Nature strategy. It also aligns with the views of 93% of Canadians who see nature as one of our most valuable economic assets.

We look forward to continued collaboration with Canada's Nature Advantage network to scale nature-positive economic solutions across Canada to strengthen our national economy while honouring our natural heritage.



Indigenous governance integrates land and water as one system, guiding stewardship that protects entire watersheds.
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Why fresh water matters

Fresh water shapes life across Canada—from the health of our communities to the resilience of the ecosystems on which we depend. We spoke with Jenny Brown, conservation and emerging strategies advisor, about why freshwater matters and what supporting stewardship across watersheds looks like.

1. Why is freshwater conservation a priority?

Canada is like a water system stitched together by land. If you care about ecosystem health, you care about water. Freshwater biodiversity is among the most threatened globally, including in Canada. Water also shapes the well-being of communities and economies. From a climate standpoint, water is where we see change first—in shifting snowpack, permafrost and rainfall patterns. Freshwater systems, especially peatlands, also store immense amounts of carbon, so it's essential to protect them.

2. How does freshwater connect to Indigenous-led stewardship?

Working with Indigenous Nations highlights how deeply land and water

are connected. Because **Canada Program** supports Indigenous-led stewardship, we avoid separating land and water. Indigenous governance takes a holistic approach. Our role is to support this and show how it benefits entire watersheds. By asking how water moves across landscapes, we can design more effective conservation strategies that connect forests, wetlands, rivers and lakes.

3. What challenges are facing freshwater ecosystems?

At the most basic level: Is there enough water, and is it clean? These questions matter for communities, species and ecosystems. While **Canada Program** can't solve every issue, we bring global expertise in water quality, quantity and river systems to support partners and Indigenous Nations across Canada.

[Read the full interview to learn about how we're taking action.](#)

CANADA

Your support makes a difference

Are you looking to make a tax-deductible donation? A gift to the Canada Program is an investment in both local and global innovation. You can be part of a powerful movement for change that brings Canadian leadership and expertise to the biggest challenges facing our planet.



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Our history in Canada

Over the past 40 years, the Canada Program has helped set the stage for remarkable conservation gains across Canada—including the landmark Great Bear Rainforest agreement which protected and sustainably managed 19 million acres and the establishment of the 6.5-million-acre Thaidene Nëné Indigenous Protected Area. Along with Nature United, our Canadian affiliate, we work in partnership with Indigenous and local communities, governments and businesses to create change. We are part of an ambitious global effort to change the trajectory of our future by 2030.