Leveraging natural capital and human well-being for accelerated biodiversity conservation outcomes

Centre Of Applied Science In Ontario Protected Areas

2018 Conference, Markham, Ontario

September 25, 2018

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@NCC_CNC @NCC_scientist

NATURE CONSERVANCY CANADA

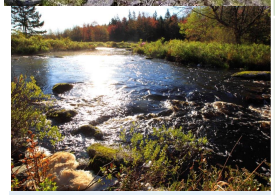
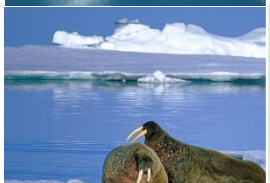
1. Why we might be part of the problem
2. What most people actually care about
3. How we can shift our language to make nature conservation matter more

DARKWOODS, BRITISH COLUMBIA. 136,000 ACRES.

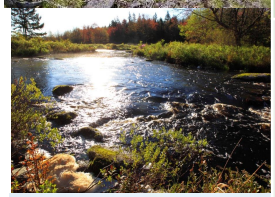
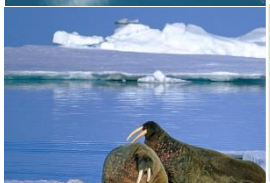
The single largest private land purchase for conservation in Canadian history.

© Guy Woods

NATURE CONSERVANCY CANADA

	Canadian Habitat Type	Status & Trends
	FORESTS	
	GRASSLANDS	
	WETLANDS	
	LAKES & RIVERS	
	COASTAL	
	MARINE	
	ICE	

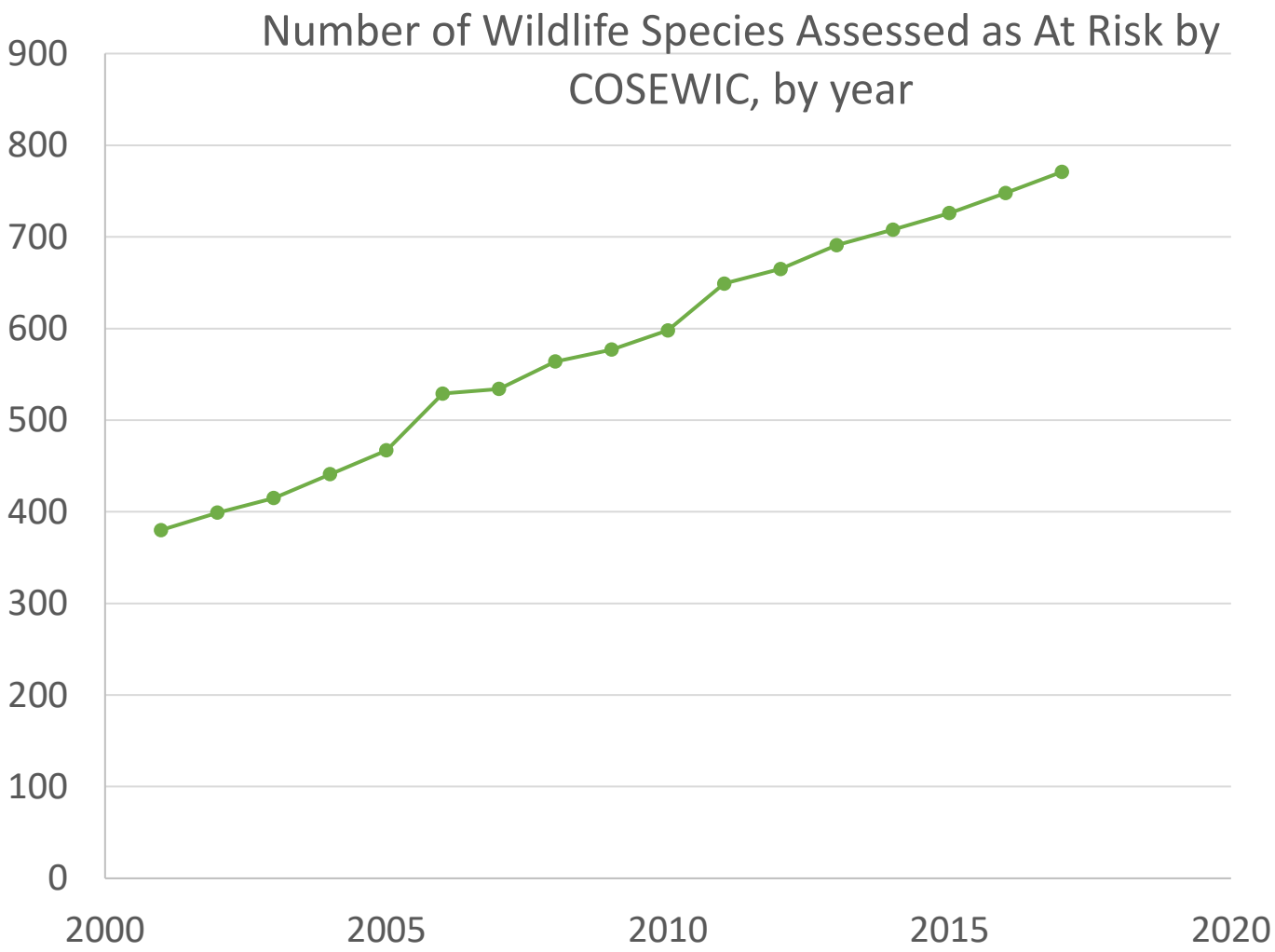
Canada Ecosystem Status & Trend Report, 2010

	Canadian Habitat Type	Status & Trends
	FORESTS	↔ ↓
	GRASSLANDS	↓
	WETLANDS	↓
	**LAKES & RIVERS**	↓
	COASTAL	↓ ↓
	MARINE	↑ ↓
	**ICE**	↓

HEALTHY

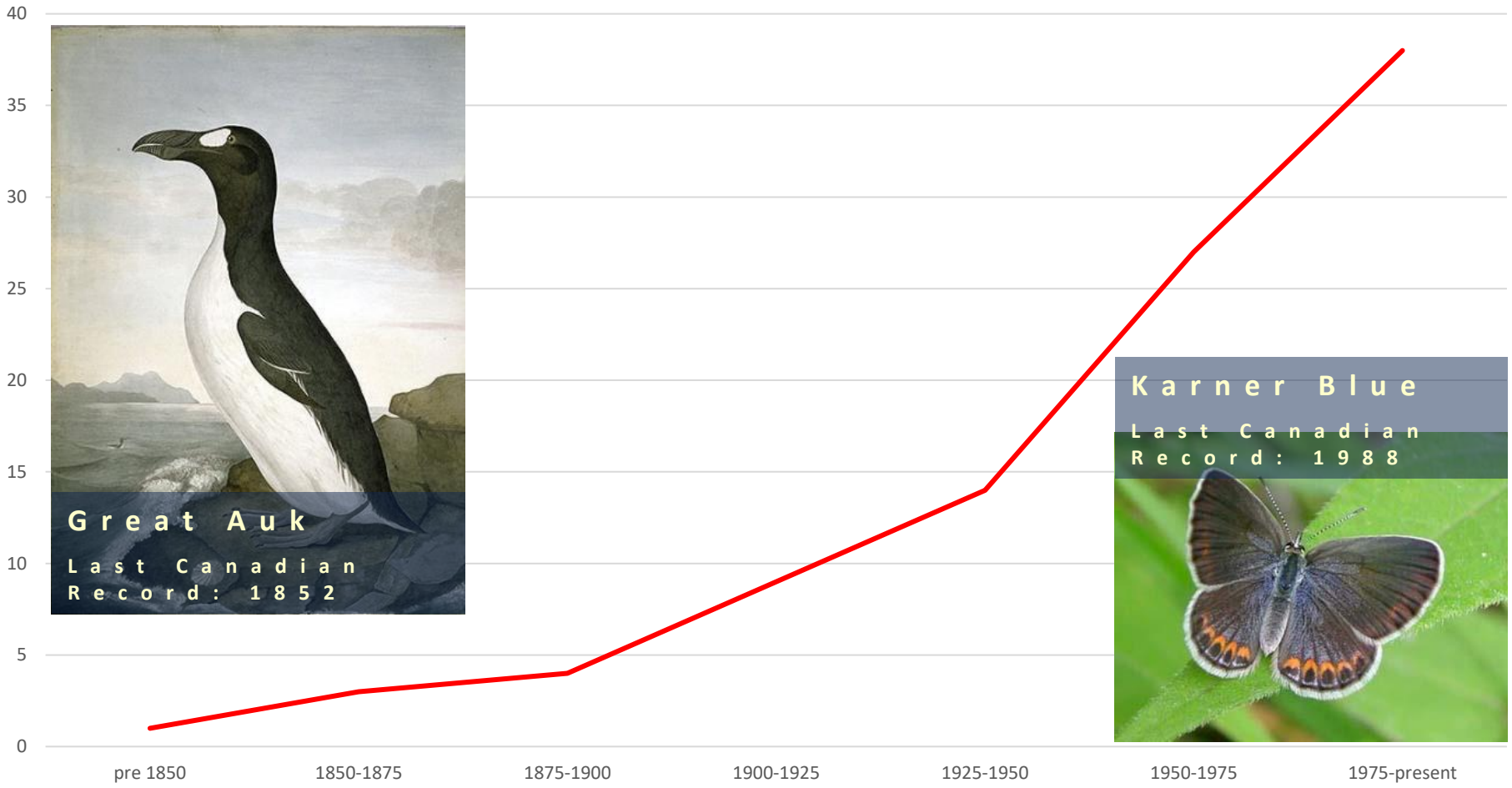
CONCERN

IMPAIRED



NATURE CONSERVANCY CANADA

Total Number of Species Lost from Canada



(COSEWIC and IUCN assessed)

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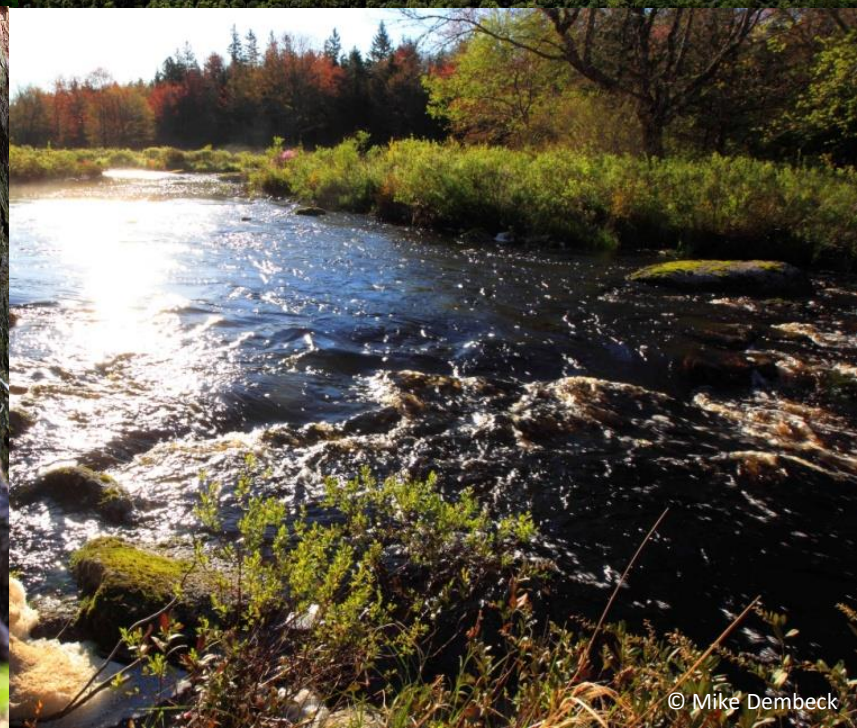
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SPECIES AT RISK

ECOSYSTEMS

VEGETATION COMMUNITIES

HABITATS

FOOD WEBS

WETLANDS

ECOLOGICAL NICHES

PROTECTED AREAS

VEGETATION DYNAMICS

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CLEAN DRINKING WATER
POLLINATION OF CROPS
FLOOD CONTROL
HERITAGE
WATER SECURITY
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RECREATION
AIR PURIFICATION
SUSTAINABLE RESOURCE USE
CLIMATE CHANGE ADAPTATION
NATURE-BASED TOURISM
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LOUGHBOROUGH WILDERNESS PROJECT, FRONTENAC ARCH ONTARIO.

Putting a Value on the Ecosystem Services Provided by Forests in Canada:

Case Studies on Natural Capital and Conservation

March 21, 2017

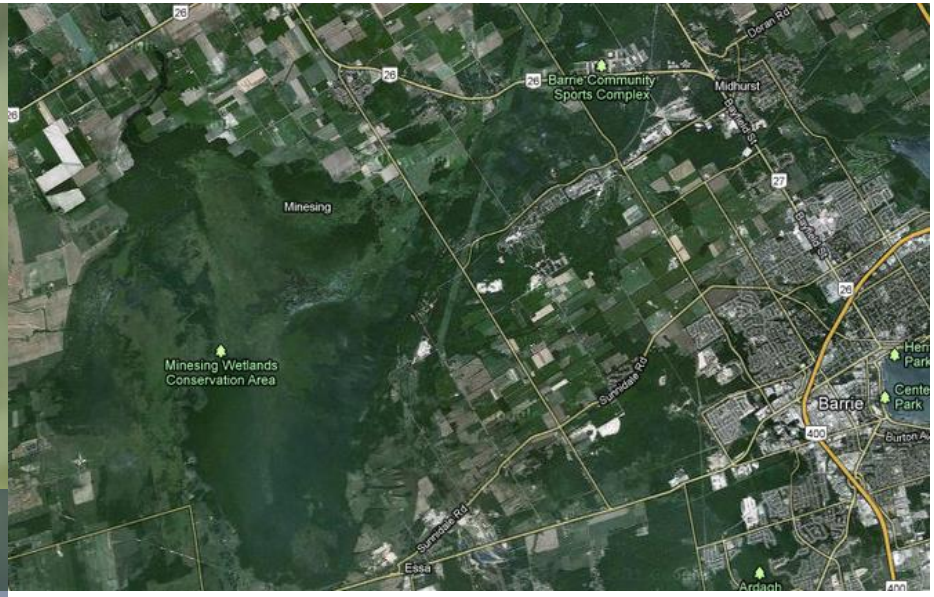
Prepared by TD Bank Group & the Nature Conservancy of Canada

KENAUK PROPERTY, QUEBEC

NATURE DESTINATIONS

The Nature Conservancy of Canada's Nature Destinations program invites you to take a journey through some of the greatest examples of our country's natural areas and to connect with nature.

HAZEL BIRD NATURE RESERVE
RICE LAKE PLAINS



Hine's Emerald

Endangered

Only found in Canada in Minesing Wetlands.

NCC currently working to secure critical habitat.

Photo credits : Burk Korol

NATURE CONSERVANCY CANADA

CALGARY FLOOD 2013

LAKE ERIE ALGAE BLOOM 2014

Florian Diamante Nature Reserve - Wetland Restoration

Legend

- Property Boundary

Restoration

- Restored Wetland
- Restored Field

Scale 1:4,000

0 25 50 75 100

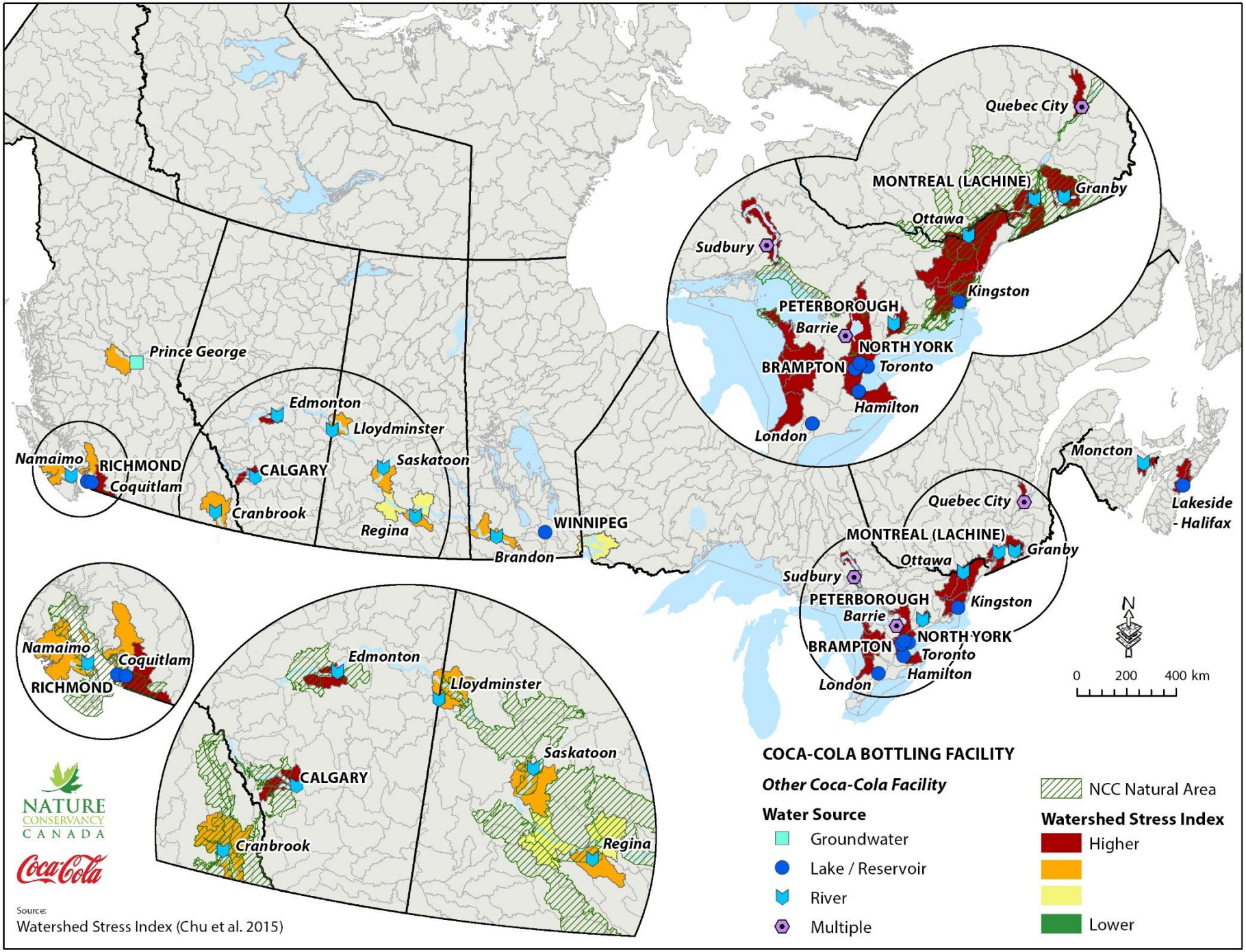
metres

NATURE CONSERVANCY CANADA

Disclaimer:
This map is illustrative only. Do not rely on it as being a precise indicator of privately-owned land, routes, locations of features, nor as a guide to navigation.
This map may contain omissions or errors.
Not survey grade.

Data Sources:
Nature Conservancy of Canada, 2015
Ontario Ministry of Natural Resources and Forestry, 2015
Southwestern Ontario Orthophoto Project (SWOOP), 2010

February 1, 2016


Quebec City
MONTREAL (LACHINE)
Granby
Ottawa
Sudbury
Kingston
PETERBOROUGH
Barrie
NORTH YORK
BRAMPTON
Toronto
Hamilton
London
Prince George
Edmonton
Lloydminster
Namaimo
RICHMOND
Coquitlam
CALGARY
Saskatoon
Cranbrook
Regina
WINNIPEG
Brandon
Moncton
Lakeside - Halifax
Quebec City
MONTREAL (LACHINE)
Granby
Ottawa
Sudbury
PETERBOROUGH
Kingston
Barrie
NORTH YORK
BRAMPTON
Toronto
Hamilton
London
N
0 200 400 km
Namaimo
Coquitlam
RICHMOND
Edmonton
Lloydminster
Saskatoon
CALGARY
Cranbrook
Regina
NATURE CONSERVANCY CANADA
Coca-Cola
COCA-COLA BOTTLING FACILITY
Other Coca-Cola Facility
Water Source
Groundwater
Lake / Reservoir
River
Multiple
NCC Natural Area
Watershed Stress Index
Higher
Lower
Source:
Watershed Stress Index (Chu et al. 2015)

NATURE CONSERVANCY OF CANADA

HAPPY VALLEY NATURAL AREA

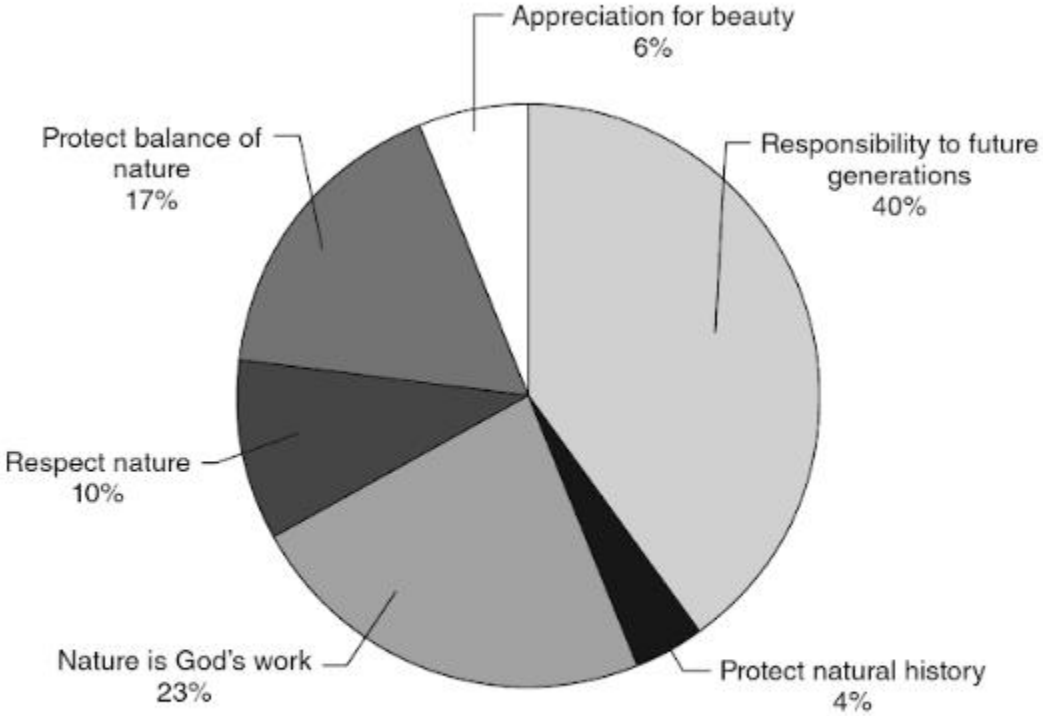
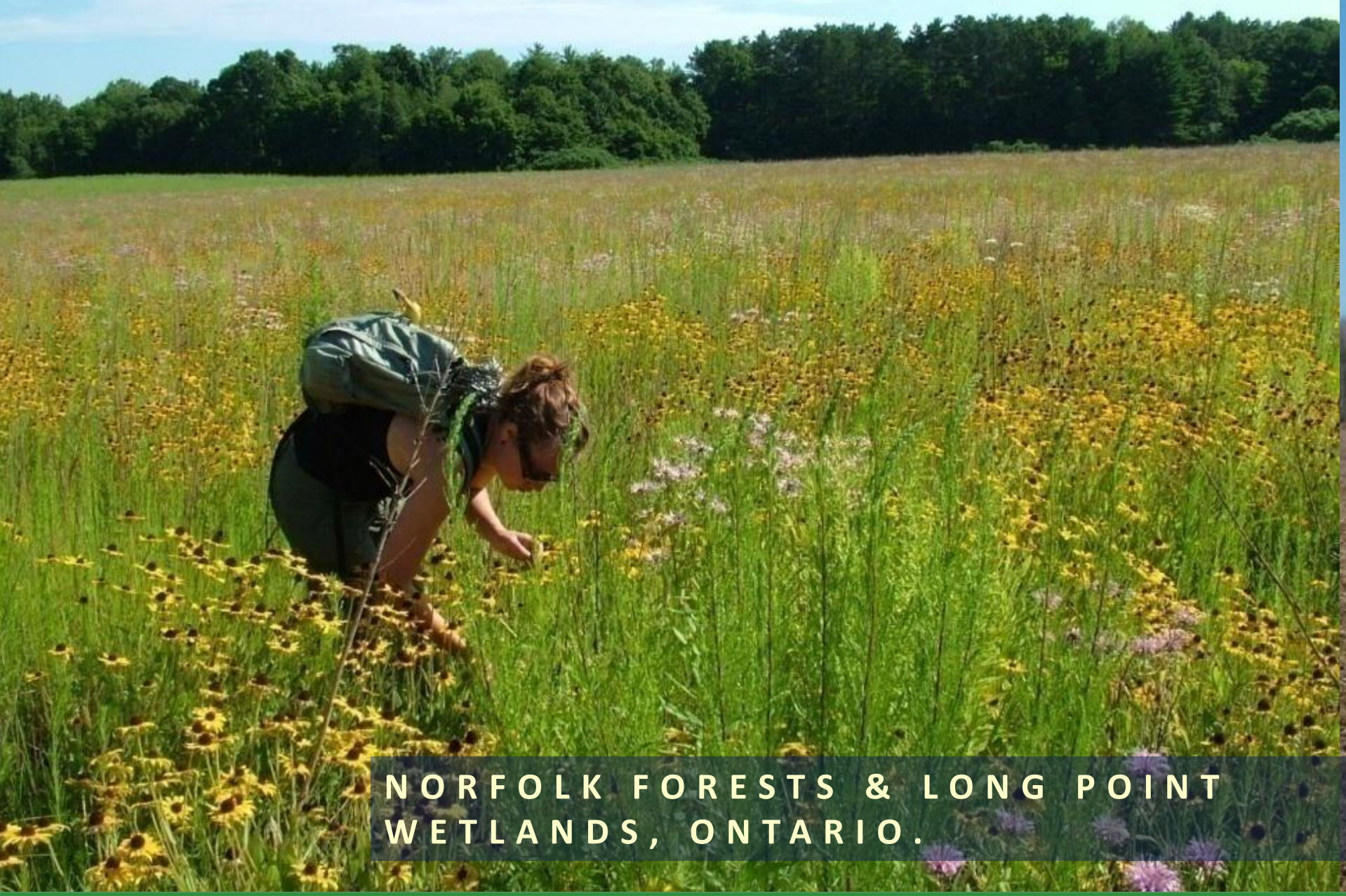


Fig. 7.2 American adults' responses to "Which is the most important reason for you personally to care about protecting the environment?" Based on data from the Biodiversity Project, 2002b, p. 17.

Source: *Clayton, S and G Myers. 2015. Conservation Psychology: Understanding and Promoting Human Care for Nature*



NORFOLK FORESTS & LONG POINT WETLANDS, ONTARIO.

NATURE CONSERVANCY CANADA

GREATER SAGE GROUSE, DOCUMENTED FROM NATURE CONSERVANCY OF CANADA WIDEVIEW PROPERTY, SASKATCHEWAN

- Speak to what your audience cares about first
- If you alienate people, they will reject conservation
- Frame opportunity, not disaster
- Tell stories about resiliency and restoration

www.natureconservancy.ca

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Key References:

Richard Schiffman. 2015. How Can We Make People Care About Climate Change? Yale Environment 360. JULY 9, 2015

Clayton, S and G Myers. 2015. Conservation Psychology: Understanding and Promoting Human Care for Nature

Lynn A. Maguire, James Justus; Why Intrinsic Value Is a Poor Basis for Conservation Decisions, BioScience, Volume 58, Issue 10, 1 November 2008, Pages 910–911

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