Nature United

Strategic Plan

2025–2030

OUR CONNECTED FUTURE

Nature's Greatest Power Is Not Force or Fury — It is Connection

Forests communicate through root networks; salmon feed ecosystems as they swim upstream; and pollinators link wildflowers to food production. These systems thrive because they work together.

But when it comes to solving big challenges such as climate change, biodiversity loss and community impacts, people often get stuck on what divides us, instead of uniting around our shared values. To create real solutions, we need to think and act like nature — connected and collaborative.

Guardians from the K'ómoks First Nation play a vital role in monitoring ecosystem health, including salmon populations in the Tsolum River, British Columbia. © Josh Neufeld

Governments, Indigenous Nations, businesses, and communities all have important knowledge and resources. When these perspectives come together, we can build resilience, prosperity and a better future.

Over the next five years, Nature United will accelerate a new approach. We bring together diverse partners, build space for collaboration, and turn competing interests into shared strategies, transforming systems at local and national levels. Our vision is simple: A liveable climate, healthy communities, strong economies, and thriving nature are all connected, and only collective action can achieve them.

As the Canadian affiliate of one of the world's most influential environmental organizations, we tap into a global network of science, innovation and partnerships to accelerate progress here in Canada, while contributing to solutions worldwide.

Together, we're building bold partnerships that break down silos, unite different perspectives and deliver solutions no one can achieve alone — creating lasting impact for people and nature.

OUR GLOBAL MISSION:

To conserve the lands and waters on which all life depends.

IN CANADA, THAT MEANS:

We create solutions for people and nature by building diverse partnerships to protect lands and waters and ensure nature is the foundation of healthy communities, economies and future opportunities.

Across the Prairies, sustainable farming practices can improve soil health and yield community and climate benefits. © Andre Brandt

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Cover Photo: In coastal British Columbia, Indigenous Guardians from the We Wai Kai Nation embed ecological, economic and cultural values into forest management. © Josh Neufeld

From Our Executive Director

We're living in a moment full of opportunity. The path to 2030 isn't just a countdown — it is a chance to reimagine how we relate to nature and to each other. Across Canada and around the world, more and more people understand that a liveable climate, strong economy, healthy communities and thriving nature are not separate goals. They're connected and support one another.

At Nature United, we believe real change means transforming the systems that shape our lives, from forestry and agriculture to community economic development. These systems determine how land is managed, how resources are used, and how benefits are shared. Changing them requires collaboration across governments, Indigenous Nations, industry and communities. Guided by science and local leadership, we work to embed conservation into these systems so they deliver lasting benefits for people and nature.

With a strong foundation and global connections, our Strategic Plan focuses on scaling solutions through partnership. Together, we are building a future where people and nature thrive.

HADLEY ARCHER,
EXECUTIVE DIRECTOR
NATURE UNITED

Our 2030 Goals

Our goals reflect a bold, collective vision — one that reaches far beyond our organization.

This can mean taking the lead or stepping back to support initiatives led by communities, Indigenous Nations, governments, businesses and local organizations, where Nature United can bring expertise, resources and capacity. Change happens when we work in partnership, share power and amplify the voices already leading the way.

CLIMATE:

40 million metric tons
per year of greenhouse gas emissions
mitigated through Natural Climate Solutions

LAND:

150 million hectares
protected and sustainably managed
by working in partnership with governments and communities, across sectors, and to drive innovative policy and financing approaches

What does 150 million hectares look like?
At 16.5% of Canada's total land area, it's nearly equal to British Columbia and Manitoba combined.

OCEAN:

55 million hectares
protected and sustainably managed by
working in partnership with governments and communities, particularly through the implementation of PFPs across Canada

Project Finance for Permanence (PFP)
is a financial model that brings partners together to fully fund and secure long-term conservation, supported by sustainable economic development.

"The challenges we're tackling are deeply interconnected and constantly evolving. To create lasting change, we need systems that help us learn quickly and adapt confidently — planning with clear outcomes, tracking evidence, and refining our actions as we go."

TYSON ATLEO, DIRECTOR OF EMERGING STRATEGIES, SCIENCE & PORTFOLIO MANAGEMENT

Our Priority Regions

We work in partnership to strengthen ecosystems, protect biodiversity, and build climate–resilient communities and economies. Together, we advance protection and sustainable resource management at different scales.

Where We Work

We acknowledge that we work within Indigenous territories acoss the land currently known as Canada

BRITISH COLUMBIA

Connected forest, freshwater and marine ecosystems vital for climate biodiversity and communities, and for driving sustainable resource management.

NORTHWEST TERRITORIES

Northern landscapes where Boreal forest meets Arctic tundra, supporting biodiversity, fresh water and climate resilience through Indigenous stewardship and deep connection to place.

ASPEN PARKLAND

One of Canada's most productive agricultural zones, with fertile soils, rich biodiversity and high potential for carbon storage, supporting rural livelihoods and sustainable land use.

BOREAL MANITOBA

The heart of the world's largest forest system, with carbon-rich forests and peatlands that sustain biodiversity, fresh water and Indigenous communities through sustainable land and wildlife management.

Nationally

CAPACITY-STRENGTHENING

Lasting conservation starts with Indigenous-led stewardship. We invest in people, systems and networks to strengthen capacity, uphold rights and support Nations and communities in caring for their lands and waters—now and for future generations.

POLICY AND MARKET SOLUTIONS

We influence policy and corporate practices to help meet Canada's climate and biodiversity commitments. We are building the business case for Natural Climate Solutions and revealing nature's economic value to accelerate meaningful change.

Our Theory of Change

Over the next five years, Nature United will move at the speed of trust to help halt and reverse climate change and the loss of nature.

We lead with partnership, bringing together different strategies, tools and forms of knowledge — local and global, scientific and cultural, political and economic — to create solutions that work for nature and people. This approach helps us scale our impact and transform the systems that will define the decades ahead.

Liveable Climate | Healthy Communities | Strong Economies | Thriving Nature

INTERMEDIATE RESULTS

- **Shared action drives sustainable resource management and climate solutions**
- **Leaders and communities access knowledge and support**
- **Institutions align to uphold sustainable practices**

STRATEGIC APPROACHES

Scaling Our Solutions

Drive systems change by mobilizing funding, influencing policy and unlocking market solutions.

Power of Networks

Build science, networks and collaboration with governments, communities, industry and global allies to catalyze change.

Rooted in Place

Support local and regional projects that conserve key ecosystems and deepen our learning, laying the groundwork for systems change.

CHALLENGES

- **Unsustainable resource management**
- **Eroded Indigenous rights and limited local leadership**
- **Inadequate conservation financing and partnerships**

Rooted in Place

Our work starts in the places that matter most for nature and people.
We work closely with local communities and many others, building trust and shared knowledge to co-create solutions. These place-based strategies deliver impact now, deepen learning, and lay the foundation for systems change that connects local priorities with climate and nature goals.

Guardians from the K'ómoks First Nation share knowledge and tools across a regional network, strengthening collective care for lands and waters. © Josh Neufeld

SPOTLIGHT

Transforming Forest Economies

Forests are more than resources; they are climate regulators, biodiversity havens, cultural landscapes, and sources of community well-being. Canada's forestry practices must evolve to reflect that truth — recognizing the full value of forests, not just what can be extracted from it.

British Columbia is ready to lead this change. The province faces two major challenges: climate change and biodiversity loss. At the same time, growing recognition of Indigenous rights and title by other governments offers a chance to rethink how forests are managed. Old forestry practices — designed for a different time — no longer meet the needs of ecosystems, communities or long-term prosperity. By advancing Natural Climate Solutions and local conservation, B.C. can build a forest economy that values carbon storage, biodiversity and cultural knowledge alongside timber.

For more than 20 years, our organization has partnered with Indigenous Nations in B.C. to care for land and sea. We support local priorities through expertise, science and funding, while also driving greater conditions for success, such as policy innovation, conservation finance, science and carbon markets that fund stewardship led by Indigenous Nations. Together, these efforts make large-scale conservation possible and create shared management that respects Indigenous rights, protects ecosystems and supports sustainable development.

Conserving old-growth cedars in coastal British Columbia is a key part of First Nations-led forest management, delivering climate benefits and protecting cultural values. © Josh Neufeld

Across Canada, we bring this approach to other critical forest ecosystems:

- **Boreal Manitoba:** In one of the world's most intact forest ecosystems, we support forest management led by Indigenous Nations, protected areas and wildlife strategies, driving transformative change through nearly a decade of partnership.
- **Northwest Territories:** In the transition zone between boreal forest and Arctic tundra, we support Indigenous Nations and communities through planning and conservation financing, prioritizing people, biodiversity and local economies.
- **Nationally:** We catalyze support for Indigenous Nations to lead forest stewardship, including access to training, networks and funding for land-use visions rooted in Indigenous knowledge and climate resilience.

Natural Climate Solutions (NCS) are actions to protect, better manage, and restore nature to reduce emissions. In B.C., improving forest management accounts for 85% of the province's potential to reduce emissions through NCS by 2030.

Uniting protection and sustainable management in forests across Canada can build resilience for nature and people. © Josh Neufeld

"We need to shift how we value forests — from a resource to be extracted to a living system that supports resilience, communities and climate-friendly products. A holistic approach that values carbon, biodiversity and community well-being can ensure forests remain a source of life and opportunity for generations."

LAURA SMITH,
FOREST & CLIMATE STRATEGIST,
NATURE UNITED

Scaling Our Solutions

To have a bigger impact, we need to change how we fund, govern and value nature. That means influencing policy, unlocking markets and directing financing toward solutions that restore ecosystems and strengthen communities. By connecting economic priorities with climate goals, we help remove barriers, speed up progress and build resilient economies that support people and the planet for the long term.

Driving sustainable agriculture requires more than good will. Producers need financial and technical support to reduce risk. © iStock

SPOTLIGHT

Seeding Change Across Farmlands

Agriculture in Canada is more than a sector — it's a system that connects people, land and economy. From the soil beneath our feet to the food on our tables, how we farm influences everything. And as climate threats intensify, the choices we make on the land will shape the resilience of our communities and ecosystems for decades to come.

Sustainable farming is a powerful way to help farms stay profitable and prepare for the future — especially in the Prairies, where more than 80% of Canada's farmland is located and where rural communities and climate action are closely linked.

With the right support, farmers can lead the way in improving soil health, cutting emissions and boosting local economies. Practices such as planting cover crops, managing nutrients and rotating crops can increase yields, reduce dependence on chemicals, and even create new income opportunities. But farmers face big challenges: high upfront costs, unclear policies, and too much risk.

That's why Nature United is working across the entire system — from farms to boardrooms — to create practical solutions that work at scale. We partner with farmers, businesses and governments to make sustainable farming workable and widely adopted.

Sustainable farming practices can create new income opportunities, alongside nature and climate benefits. © Andre Brandt

Our efforts are focused in the Aspen Parkland, one of Canada's most productive farming regions. Here, we're testing a collaborative approach that brings together farmers, Indigenous governments, companies, and policymakers to restore nature, lower emissions, and strengthen rural communities.

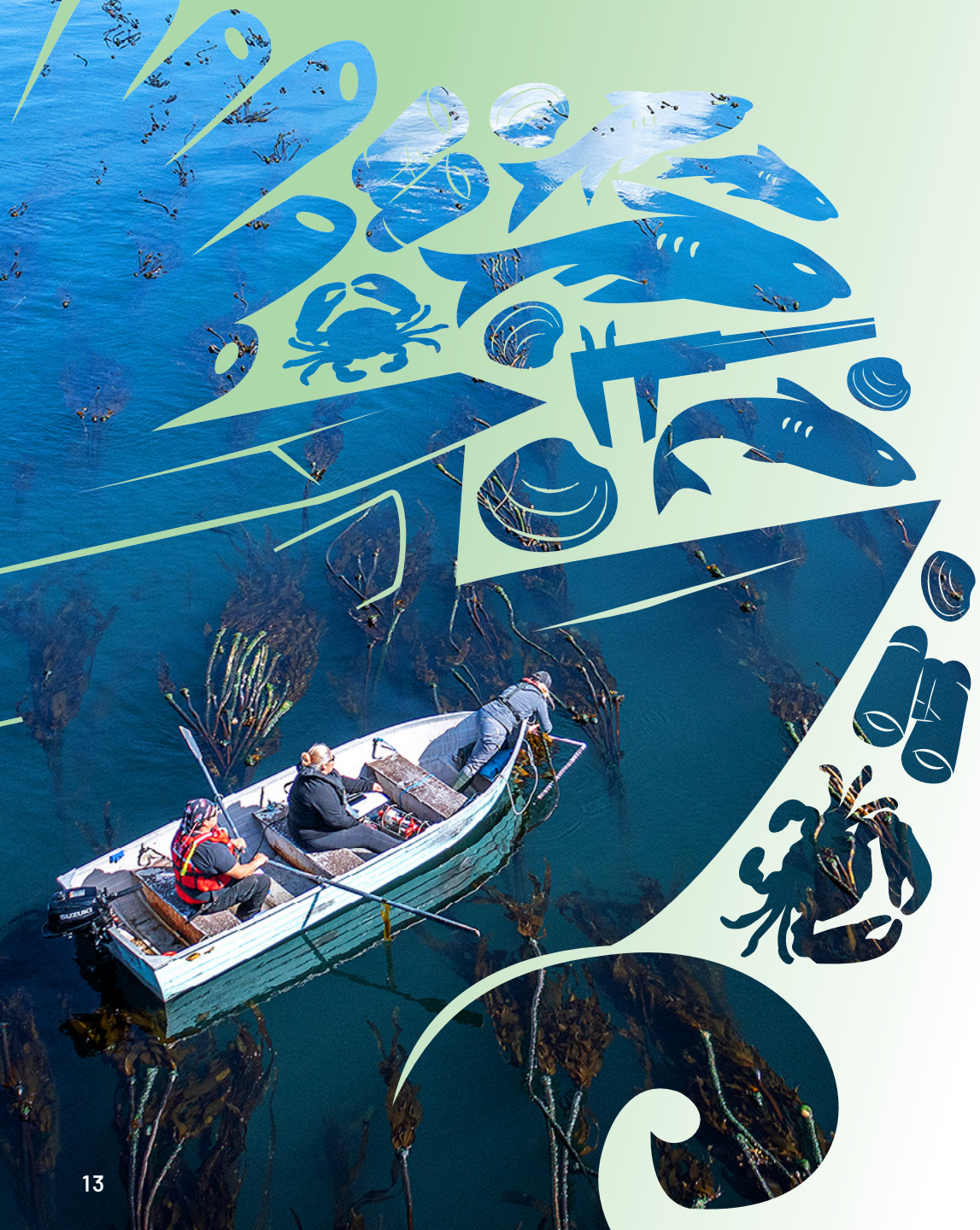
This approach is built on partnership and designed to grow. It includes on-the-farm testing and innovation, corporate incentive programs, Indigenous stewardship and policy innovation — all supported by strong technical tools and monitoring. By aligning diverse partners and investing in local solutions, the Aspen Parkland Agricultural Initiative is creating a model for farming that benefits the climate, biodiversity and rural livelihoods.

The Model Farm Network was seeded by Nature United, in partnership with Collective Impact, to support farmers in testing sustainable farming practices. Starting in Saskatchewan, the initiative provides financial and technical support that reduces risk, cultivates peer learning and scales practices that improve soil health, yields and climate resilience.

More than 80% of Canada's farmland is in the Prairies, where rural communities and climate action are closely linked. © iStock

"By investing in nature, Canada can unlock billions in economic potential, strengthen rural and remote economies, and support Indigenous leadership. Embedding nature into policy and business practices isn't just good for the planet — it's a pathway to innovation, competitiveness and long-term prosperity."

SHAUGHN McARTHUR,
DIRECTOR OF GOVERNMENT RELATIONS, NATURE UNITED



Powered By Partnership

Lasting change happens when we work together toward a shared vision. By uniting governments, communities, donors, businesses and many others, we combine our strengths, spark innovation and mobilize resources at scale. Partnerships weave together a collective effort that drives climate and nature solutions further — and faster — than any one group could achieve alone.

Guardians from the Tlowitsis First Nation monitor kelp forests in the Great Bear Sea, where ocean, forests and people are intrinsically linked. © Josh Neufeld

SPOTLIGHT

From Rainforest to Ocean to World

When knowledge flows across landscapes and disciplines, conservation becomes a dynamic and adaptive force. It is rooted in place, yet expansive in vision, drawing together diverse perspectives to solve complex challenges. This is conservation that listens, learns and adapts, strengthened by partnership spanning ecosystems, cultures and continents.

More than two decades ago, a ground-breaking model called Project Finance for Permanence (PFP) was developed in the Great Bear Rainforest, where old-growth forests meet the ocean on the Pacific coast of Canada. The model secures long-term conservation by aligning local leadership, government support and sustainable financing under a single, durable agreement.

Today the PFP model has been expanded to the Great Bear Sea to conserve more than 10 million hectares of globally rare marine ecosystems while investing in First Nations-led stewardship and coastal economies. This is more than a conservation milestone — it shows the power of integrating partnership and long-term financing, and it sets a global precedent for how we build a future for nature and people.

A purple urchin in the Great Bear Sea, where a new model integrates ecosystem protection and coastal economies. © Kiliii Yuyan

As the Canadian affiliate of the world's largest conservation organization, Nature United connects local efforts to a global network spanning more than 80 countries. This partnership provides world-class tools, data and strategies to advance Canadian priorities — from protecting coastal and boreal forests to accelerating sustainable farming and supporting stewardship led by Indigenous Nations. Our global organization is also a partner in Enduring Earth, which is working to scale the PFP model worldwide to protect 600 million hectares of lands, ocean and fresh water by 2030, advancing biodiversity, climate action and community prosperity on a planetary scale.

This is conservation that moves like an ecosystem: fluid, connected and resilient. When knowledge flows across borders and communities, it sparks innovation, strengthens local leadership, and drives change that is both rooted and far-reaching.

Innovative financing supports First Nation Guardians in the Great Bear Rainforest and Sea. © Josh Neufeld

"Canada's vast landscapes and Indigenous-led stewardship are shaping a global movement for conservation. Through Project Finance for Permanence, we're demonstrating how local leadership, government support and sustainable financing can secure nature and community prosperity — a model now scaling worldwide to protect hundreds of millions of hectares by 2030."

MICHAEL REID,
BRITISH COLUMBIA PROGRAM DIRECTOR,
NATURE UNITED

Our 2030 Campaign

The path toward 2030 isn't linear — it's braided, collaborative and grounded in trust. It begins with action that connects people to place, aligns ambition with care, and transforms how we live with the land and each other. But to truly move forward, we must reshape how decisions are made and how resources flow, because lasting change demands more than intention; it requires transformation.

In places such as the Northwest Territories, conservation must integrate local leadership and economic growth, as communities grapple with rapid change. © Pat Kane

Our Connected Future

We are launching a $300-million campaign to accelerate the solutions Canada needs to meet our 2030 goals. This new initiative is designed to do two things: fund what works and multiply its impact.

Half of the funds will support Nature United's core work — supporting the people, partnerships and programs that are delivering measurable results for nature, climate and communities across Canada. The other half will unlock new ways to finance and sustain initiatives led by Indigenous Nations and local communities, and shifting the systems that shape how conservation is designed, funded and delivered. Together, these two halves form a powerful whole: one driving direct action, the other expanding what's possible.

This is a critical moment for nature and people. Our campaign ensures we have the resources, expertise and collective strength to make lasting change.

Our campaign will raise funds for local and Indigenous-led initiatives at a scale that matters for nature and people. © Josh Neufeld

What makes this campaign different? It's about transformation — not just funding what we do today but finding new ways to build connection for nature and people. That means:

- **Catalyzing big investments** that go beyond one-time gifts to secure long-term funding for conservation.
- **Driving collaboration** by building partnerships, sharing power and amplifying voices so we can achieve more together.
- **Making change last** by improving how conservation is funded and delivered so it works better for people and nature now and in the future.

Philanthropy is a powerful tool for conservation, helping tackle climate change, protect lands and waters, and create a resilient future. This campaign uses that power in a bold, new way. Every contribution brings together the people, tools and resources needed to achieve what none of us could do alone.

This Page: Advancing sustainable agriculture requires new ways of working and building partnerships. © iStock

Back Cover: Forest management led by the K'ómoks, We Wai Kai and Wei Wai Kum Nations has wide-ranging benefits. © Josh Neufeld

"Conservation finance is about more than funding — it's about forging new alliances. With Canada facing a $20-billion annual conservation financing gap, we must unite businesses, investors and philanthropists to unlock new, long-term, reliable funding. That's how we deliver lasting impact for nature and communities."

JANE CHURCH, DIRECTOR OF STRATEGIC PARTNERSHIPS, NATURE UNITED

Our Connected Future

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