

**2022 CANADIAN
LAND TRUST
SUMMIT**

**SOMMET NATIONAL
DES ORGANISMES DE
CONSERVATION 2022**

October 24 to 26 | Ottawa | 24 au 26 octobre

Thanks to our sponsors!

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Environment and
Climate Change Canada

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Photo: Adam Bialo, Kontakt Films

IMPACT AT A GLOBAL SCALE

Landscape-scale Conservation at the Boreal Wildlands

*Luke Ridgway, Program Coordinator – Large Landscapes
Nature Conservancy of Canada | Ontario Region*



Toward A Thriving World

NCC Strategic Plan 2022-2030

GROW SUPPORT



**ACCELERATE
CONSERVATION**

**OPTIMIZE
DELIVERY**

EVOLVE CULTURE

- Conserve at least 1 million additional hectares.
- Be a trusted partner and ally to Indigenous Peoples through the conservation of lands and waters.
- Model exemplary land stewardship for biodiversity and people.
- Leverage innovative financing tools to stimulate private investment in conservation.



Impact at a Global Scale

- Lessen the impact of the twin crises of climate change and biodiversity loss
- Contribute to Canada's target of conserving 30% of lands and waters by 2030



Photo: Adam Bialo, Kontakt Films

Accelerating the pace and scale of conservation in Canada

- Conserving large landscapes must occur in tandem with conservation work in Canada's south
- Small and large landscape conservation are connected
 - Places like Pelee Island and Brighton Wetland provide stopover habitat for hundreds of different bird species that then continue their migration to Canada's boreal, taiga and arctic.
- First steps in Ontario:
 - Initial scan looked for opportunities that are 5,000 ha or larger
 - Hastings Wildlife Junction, Boreal Wildlands identified

BIG, BOLD + BOREAL

Launching the largest single private conservation project
in Canadian history: Boreal Wildlands



Boreal Wildlands

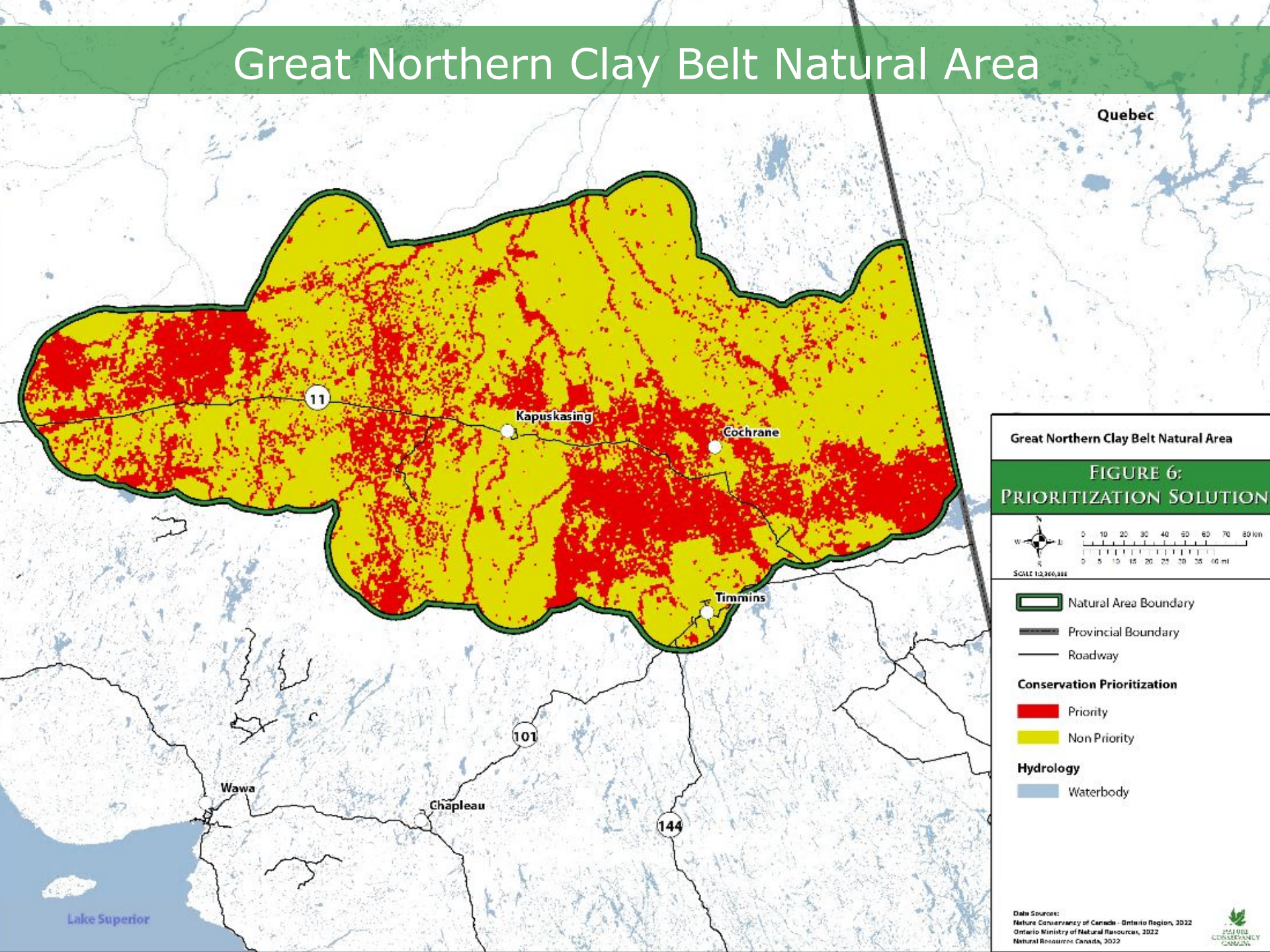
Identifying the Opportunity

- Part of NCC's Great Northern Clay Belt Natural Area
- Natural Area defined by themes that characterize regional biodiversity and other key conservation values
- "Priority 1" property based on NCC's prioritization analysis



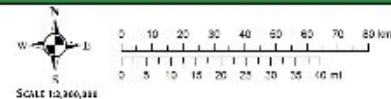
Photo: NCC

Great Northern Clay Belt Natural Area



Great Northern Clay Belt Natural Area

FIGURE 6:
PRIORITIZATION SOLUTION



- Natural Area Boundary
- Provincial Boundary
- Roadway
- Conservation Prioritization**
 - Priority
 - Non Priority
- Hydrology**
 - Waterbody

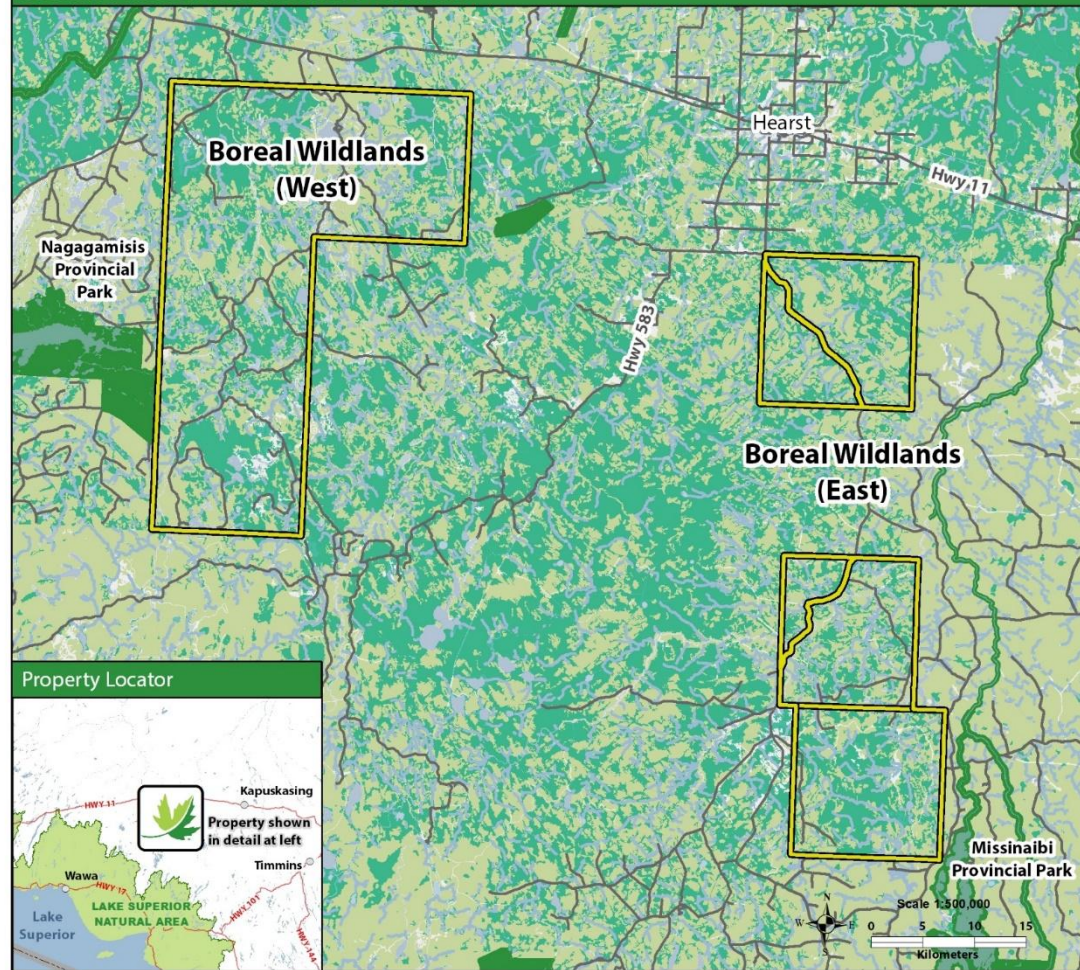
Date Sources:
Nature Conservancy of Canada - Ontario Region, 2022
Ontario Ministry of Natural Resources, 2022
Natural Resources Canada, 2022



Boreal Wildlands

- 145,500 hectares (1,445 km²)
or 2x the City of Toronto
- 1,300km of rivers, streams and shoreline
- 100+ undeveloped lakes
- Habitat for many species at risk
- Over 60,000 hectares of wetlands
- The forests and wetlands act as carbon sinks, absorbing the equivalent to the average lifetime GHG emissions of three million vehicles.

BOREAL WILDLANDS: PROPERTY CONTEXT

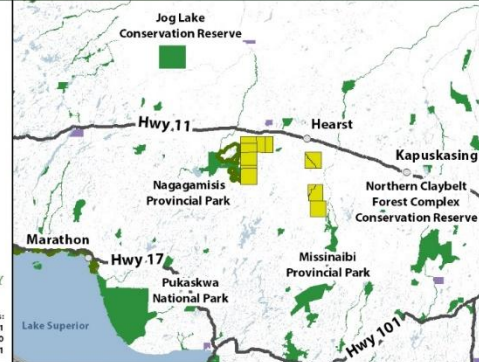


Legend

- Property Legend**
- Property of Interest (Yellow outline)
 - Road (Grey line)
 - Watercourse (Blue line)
 - Wetland (Light Green)
 - Waterbody (Light Blue)
 - Forest (Light Green)
 - Conservation Land (Dark Green)

- Landscape Legend**
- Property of Interest (Yellow)
 - Conservation Land (Dark Green)
 - Enhanced Management Area (Green outline)
 - First Nation Reserve (Purple)

Landscape Context



Data Sources:
Nature Conservancy of Canada, 2021
Ontario Ministry of Natural Resources and Forestry, 2020
ESRI, 2021

Scale 1:500,000
0 5 10 15
Kilometers

Boreal Wildlands

Pursuing the Opportunity

- Exploring possible collaborations with various new and existing partners
- Collaboration with Domtar Inc. to explore a direct purchase of Boreal Wildlands
- NCC commissioned an appraisal – presented to Domtar
- Domtar agreed to sell at Fair Market Value: \$37M

Boreal Wildlands

Additional Considerations

- Domtar: Improve ESG through NCC partnership
 - NCC providing advice on sustainability policies
 - Joint news releases, blogs, press, etc.
- These benefits were included in a follow-up proposal to Domtar
- Domtar agreed to an adjusted purchase price of \$30M in June 2021, recognizing the value of the other benefits of partnering with NCC

Working Together with Indigenous Communities

Indigenous Engagement with Treaty 9 Nations

- Beginning August '21
- Reached out to 40 communities, nations, tribal councils
- Began with groups closest to project site, slowly expanded
- Capacity challenges



Working Together with Indigenous Communities

Partnership with Constance Lake First Nation

- Ongoing engagement and building trust
- CLFN developing a self-governed management framework for community access and use of the site
- Key priorities: connecting youth to the land, explore potential for cultural centre, understanding and recognizing historical use of the site, harvesting
- Joint monitoring project for woodland caribou is underway



Boreal Wildlands Project Costs

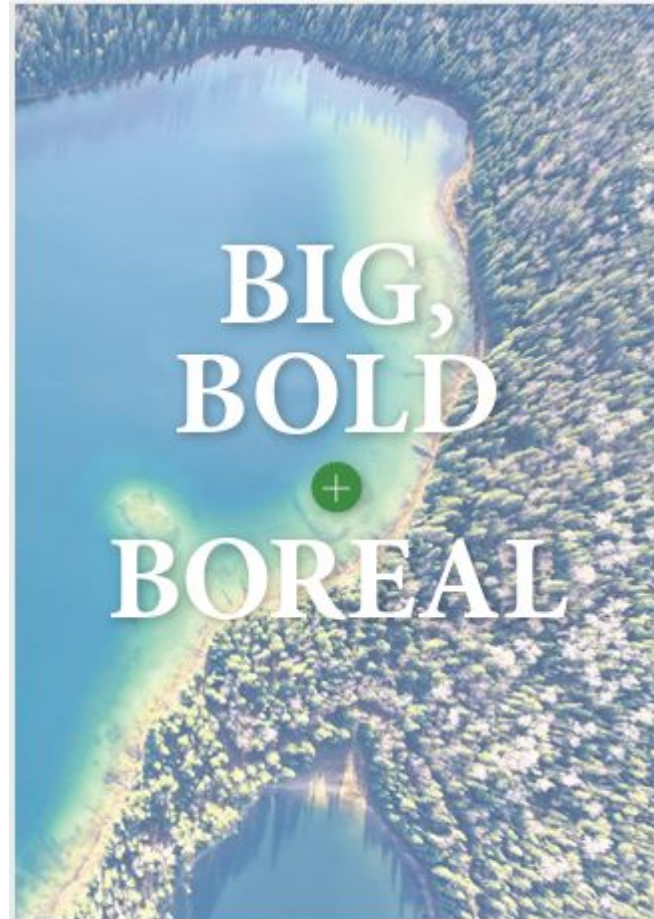
- Total project costs: \$46M
 - \$37M land (before discount from Domtar)
 - \$7M Stewardship Endowment Fund
 - \$2M associated costs (HST, land transfer tax, appraisal, legal, etc.), staff time, Indigenous engagement, etc.



Boreal Wildlands Public Launch

Earth Day 2022
Multi-channel campaign:

- Virtual media announcement with partners
- Print ad in Globe and Mail
- Social media campaign
- Email marketing
- Outreach to donors



Boreal Wildlands

International and individual support key to conservation

More than 330,000 supporters embraced the Boreal Wildlands project

- Fundraising “quiet phase” began in Summer 2021 with major gift lead donors
- Government of Canada: Natural Heritage Conservation Program
- Government of Ontario: Greenlands Conservation Partnership
- Domtar Inc. - a generous discount on the appraised value of the land
- TD carbon investment

Secured additional major donors from the US in Summer 2022

- \$6.6M from first time donor after seeing social media campaign
- Other major contributions from US foundations

Boreal Wildlands

Innovative Carbon Credit Project

- NCC has decade of experience in leading innovative conservation finance projects in Canada.
- The Boreal Wildlands Carbon Project is NCC's 2nd and largest carbon project.
 - Sets a new standard for how the private sector can support critical and tangible nature conservation work in Canada
 - Being developed under the internationally leading Verra Verified Carbon Standard and certified for the co-benefits it provides, beyond carbon sequestration
 - TD Securities \$10 million invested into NCC's Boreal Wildlands Carbon Project, will directly fund on-the-ground conservation work

Boreal Wildlands Property Stewardship

- Working with local resource partners
 - Hearst Forest Management Inc.
- Planning site visits in advance
 - Multiple site visits per growing season (June-Oct)
 - Fewer trips, but longer duration
- Identifying priorities with Constance Lake First Nation and determining what potential co-management could look like
- Embracing new techniques and sources of information



Photo: NCC

Lessons Learned

Big projects bring in big donors!

- Existing donor pipelines may be insufficient – but “big” catches different types of attention
- For our American donors, their contributions go further in Northern Ontario than in many parts of the United States due to lower cost of land
- Companies are pursuing genuine improvements to their ESG practices; land trusts can be a partner in that

Lessons Learned

Indigenous engagement

- Engage early (even before you have a project) and engage often
- Be persistent, but respectful. Many communities had limited capacity to engage, active development pressures/threats are prioritized
- So how do we convey the impact of our projects and organizations
 - Learn about community priorities and how we can support them
 - Consider benefits to the community
 - Work at the speed of trust

Lessons Learned

Extractive Industries

- Timber – If there had been ongoing harvesting, NCC would aim to find ways to honour existing agreements and strive for a mixture of uses across the landscape
- Mining – NCC acquired surface rights only
 - risk analyzed prior to purchase and was deemed low
 - now working with government partners to explore ways of having lands flagged in mining database as conservation



Thank you!

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