



ALBERTA INNOVATES CLEAN RESOURCES

ENVIRONMENTAL INNOVATION

ECOSYSTEM SERVICES AND BIODIVERSITY

FUNDING DETAILS

Advancing Conservation Markets

The amount of public and private investment into conservation and the natural environment is significant in Alberta. However, the impact of these investments is dissipated by the lack of coordination and underdeveloped markets to leverage large investments. There is the opportunity to leverage a conservation market in Alberta to coordinate these investments addressing numerous competitive priorities within the agricultural, forestry and energy sectors.



RECIPIENT:
Silvacom Ltd.



PARTNERS:
**Land Stewardship
Centre**
Carrie Selin
**Butterworth E.W.
Consulting**



TOTAL BUDGET:
\$1,000,000



PROJECT DATES:
**February 2019 -
January 2022**



AI FUNDING:
\$1,000,000

APPLICATION

There is a current need to prove the business case for a conservation market for specific applications as well as to build capacity in the private and public sectors to participate in such a market including administrative supporting systems and data platforms, as well as cross-sector collaboration. The Project Team is supporting the development of this capacity for Alberta within the agricultural, forestry and energy sectors.

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PROJECT GOALS

- Identifying key strategies and clear outcomes to build the institutional capacity and governance necessary for a credible, functioning conservation market.
- Developing change management strategies to transition industry sectors, all levels of government, and provincial ENGOs to a conservation market including assessing risks and opportunities for conservation markets.
- Implementing an extension plan that includes decision support tools, case studies, proof of concepts, white papers and outreach activities to build capacity within communities and industry to participate in a functioning market.

BENEFITS TO ALBERTA

This project will advance the opportunity to leverage a conservation market in Alberta that would:

- Support outcome-based regulation – lessening the regulatory burden while maintaining/improving environmental integrity.
- Provide the transparency required to address public demands for environmental accountability.
- Coordinate restoration investments - providing better value for the already over \$100 million spent annually on environmental restoration in Alberta by the industry, government, and ENGOs.
- Improve the accountability of public and private expenditures.
- Manage environmental risks from development while also providing a new revenue source for land stewards.
- Advance business opportunities, improve environmental resilience and enhance rural growth through economic diversification.



12 Reports



5 Project Jobs



10+ Future Jobs



1 New
Products/Services



Red Tape
Reduction

CURRENT STATUS

MAY 2020

Several pieces have been developed to-date through this project including a summary of business and ecosystem service investment, a draft extension program, grasslands demonstration materials, and sector level analysis. Work continues researching and defining key components and concepts of a conservation market for Alberta including registry, equivalency and governance.