

NATURE IS OUR GREATEST ASSET.

THAT'S A CANADA **WORTH** BUILDING.

Toolkit

Elbows Up for Nature



Overview

Not all nation-building requires breaking ground

Right now, major industrial and commercial projects are being pushed forward across the country including right here in our own backyard. These projects often bypass the vital environmental safety checks required to protect our shorelines, parks, and forested areas.

True progress doesn't mean sacrificing our natural spaces for more new developments. It means consciously protecting the spaces that make our communities livable, healthy, and whole.

That's a Canada worth building.



Take Action

Today we can grow the economy and protect nature

Growing communities and building a stronger Canada, shouldn't come at nature's expense.

- Print and **put up posters** in your neighbourhood or your home's street-facing window
- Pick up and distribute **lawn signs** to others on your street and in your community
- **Send a letter** to your Member of Parliament and federal Ministers
- **Spread the word** on your social media channels
- **Stay in the loop** with CPAWS for updates across Canada and your local chapter.

Download



Why Canadians Should be Concerned

Nature isn't separate from Canada's national interest, it's one and the same.

- Nature protections **keep our water drinkable, wildlife habitat intact, and communities safer from the impacts of climate change** like floods, fires, and extreme temperatures.
- Removing environmental guardrails increases biodiversity loss. This isn't just an environmental issue, it's an economic risk that creates supply chain disruptions, rising insurance costs and expensive disaster recovery.
- Decisions made now will shape what Canada's **public lands, waters, and wildlife** look like for generations. Canadians deserve to understand what's being proposed and how choices are made.

If the federal government's recent proposal for fast-tracking major projects is approved, as it's currently written, it could open the door for species and habitats to be treated as trade-offs for industrial opportunity.

It would take us back to a time before environmental rules were written.

Visit cpaws.org/ElbowsUpForNature to learn more.

Spark the Conversation on Your Street

Canadians are being told that cutting corners on species protection to speed up development is just the cost of doing business. But what happens when the push to build quickly, threatens wildlife and the natural habitats we depend on – **the healthy environment our children and grandchildren should inherit?**

- **Signs and posters inspire momentum**, encouraging neighbourhoods to show where they stand when it comes to protecting the environment.
- It **builds a powerful visual community** and a united message that Canada's decision-makers can't ignore: **Nature is our greatest asset.**

It's foundational to healthy communities, thriving local economies, and **a Canada worth building.**



Social Media Captions

- **Major industrial and commercial projects are being pushed forward across the country often bypassing vital environmental safety checks that protect our favourite places in nature and the wildlife we love.**

Not all nation-building requires breaking ground.

Send a letter to your local MP, cpaws.org/ElbowsUpForNature

- **Protections are progress.**

When we treat our lakes, forests and natural spaces like our most valuable national assets, that's a Canada worth building.

Discover how we can grow the economy and protect nature, together.

cpaws.org/ElbowsUpForNature

- **Nature is our greatest asset.**

Canada can build what we need, but we can't expect a stable economic future if we build on a foundation we've already broken. What we fight to protect today, shapes how Canada will look for future generations.

Send a letter to your local MP, remind them that nature is a cornerstone for economic success.

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- **Nature doesn't care about our politics. It belongs on the federal agenda, across all Parties.**

With a by-election in various parts of Canada, let's crank the volume on a message candidates can't ignore: Nature is our greatest asset.

Protecting it should be part of each candidate's success strategy if they want your vote.

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Dive in, Discover More



GOVERNMENT AND POLICY, WILDLIFE

July 21, 2026

Endangered by Predatory Policy, Who Pays the Price?



ECONOMY, GOVERNMENT AND POLICY

May 22, 2026

Nation-Building or Breaking?



ECONOMY, GOVERNMENT AND POLICY

June 2, 2026

Speed Kills: Fast-Tracking Development is Risky Business



GOVERNMENT AND POLICY

June 22, 2026

Making Nature Decision-Relevant for Government and Business: A Roadmap for Canada



CPAWS Blog



ECONOMY

February 26, 2026

Canada's Protected Areas Generated \$10.9 Billion in GDP, CPAWS Study Finds



GOVERNMENT AND POLICY

January 16, 2026

Skate to Where the Puck Is Going



ECONOMY, GOVERNMENT AND POLICY

September 24, 2025

Addressing the Natural Infrastructure Policy Gap is Crucial to Nation-Building Success



GOVERNMENT AND POLICY, WILDLIFE

July 9, 2026

Weakening Environmental Safeguards for a Pipeline Puts Orcas at Risk