



**ALUS**



Communication on Engagement

# UN Global Compact

Supporting the blueprint to achieve  
a better and more sustainable future for all

February 2024





## Executive Summary

ALUS, originally an acronym for Alternative Land Use Services, delivers an innovative community-developed and farmer-delivered program that produces, enhances and maintains ecosystem services on agricultural lands. Through projects such as wetland restoration and enhancement, riparian buffers, shelterbelts, afforestation and native prairie grass restoration, ALUS projects support biodiversity and habitat, provide cleaner water and air, sequester carbon and increase climate resiliency. ALUS' model is changing the dynamic between private landowners and conservation while raising awareness about the important role farmers and ranchers can play in building a healthy environment for all Canadians.

ALUS registered as a member of the UN Global Compact through the Global Compact Network Canada in 2019, recognizing the strong alignment between ALUS Nature & Climate Solutions and the UN SDGs.

New Acre Project was recognized in the Global Compact Emerging Best Practices Guide. The following Communication on Engagement document (COE) is a disclosure of specific activities that ALUS has taken in support of the UN Global Compact and its results. It demonstrates ALUS' commitment to support the Global Compact and promote the implementation of the ten principles among businesses.

Agricultural producers are the largest group of landowners in North America. As such, they are in a unique position to provide solutions to some of the planet's most pressing environmental challenges. The ALUS program enables and empowers leadership at the community and farm level, stimulating the creation of nature on marginal land and implementation of modified agricultural practices that improve the environment.

In 2023, ALUS' New Acre Project was rebranded ALUS Nature & Climate Solutions to better reflect the full suite of ecosystem services delivered.

ALUS Nature & Climate Solutions enables corporations to create shared value for their stakeholders and customers by funding ALUS projects on the agricultural landscape. By funding ALUS, corporate partners make it possible for ALUS to provide technical support and annual payments to more farmers and ranchers, establish and maintain more ALUS projects on acres of marginal or environmentally sensitive agricultural land, and produce more ecosystem services to benefit Canadian communities.

## LETTER FROM THE CEO

ALUS firmly believes in the principles upon which the Global Compact are based and see a clear alignment between the UN Global Compact's ideals and ALUS' mandate to create a future where all farmers and ranchers produce ecosystem services from nature-based solutions alongside food and fiber, helping to solve the crises of biodiversity loss and climate change.

It is encouraging to see more corporations, citizens and public groups rallying around SDG 15, Life on Land, which seeks to address biodiversity loss and the need for ecosystem services. With each new participant in the ALUS program, we are harnessing the land, skills and knowledge of those farmers and ranchers to address the challenges facing our planet today. When a new community embraces farmers' roles in addressing society's greatest challenges, the strength and resilience of that community improves.

Collaboration, feedback and knowledge transfer with community-based Partnership Advisory Committees (PACs) and technical advisory groups is at the heart of what ALUS does. We empower people in rural communities to enhance the impact of agriculture and the use of nature-based solutions to mitigate climate change, improve water quality, and increase biodiversity.

ALUS continues to support the Global Compact, Sustainable Development Goals. Through ALUS Nature & Climate Solutions, we will continue to bridge the gap between our communities and businesses striving to achieve the UN Sustainable Development goals. Together, increasing awareness of Canada's role in advancing the agenda 2030 and better preparing communities for extreme weather events like flood, fire and drought.



**Bryan Gilvesy**, CEO - ALUS

January 30, 2024



*"We are very proud of our participants, who are on the frontlines of environmental stewardship."*  
- Bryan Gilvesy,  
CEO - ALUS



# How ALUS creates long-term value for society through ALUS Nature & Climate Solutions

## Engaging Private Enterprises

Since 2016, ALUS has enabled businesses to create and invest in nature-based solutions, delivered by farmers and ranchers participating in the ALUS community-based program. Through Nature & Climate Solutions, ALUS enables farmers and ranchers to build nature on their land. This, in turn, provides corporations with a way to meet or exceed sustainability objectives.

*“New Acre Project provides an innovative opportunity to invest in building local climate resilience through farmer-delivered environmental projects in the areas where we operate.”*

*- Sharon Tomkins,  
Vice-President Sustainability & Social Impact at TC Energy*

Nature-based solutions benefit stakeholders—corporations, participants and communities—while contributing to environmental solutions. The role ALUS plays is that of matchmaker by bringing together purpose-driven businesses with communities who are engaged in land stewardship, and the role of aggregator of data and measurer of impact.

February 2022-2023 was another period of growth for ALUS, generating over \$7.4M through partnerships to support community-based, farmer-led nature restoration / enhancement and regenerative agriculture projects.

Table 1 — ALUS national achievements in 2022-2023 in support of the SDGs.

2023 OUTCOMES	NUMBER
Nature-based projects created nation-wide (by the acre)	10,006
Re-enrollment of nature-based projects Renewing farmers' commitment	4,123
Participants engaged in nature-based projects	1,655
Total cumulative acres of nature-based projects (as of 2023)	46,305

ALUS Nature & Climate Solutions promotes the use of the SDGs as an effective framework for impact measurements and connects the SDGs with each partner's sustainability targets.

Every project is tailored to deliver the specific sustainability goals of the funder.







The details of these partnerships, impact, and related Sustainable Development Goals are found in Table 2 below.





# How ALUS supports enterprises to achieve SDGs through ALUS Nature & Climate Solutions

Table 2 — 2022/2023 Nature & Climate Solutions Partnerships

CORPORATE ENTERPRISE	SUSTAINABILITY PURPOSE & OBJECTIVE	IMPACT MEASUREMENT	RELATED SDG
<b>General Mills</b>	<ul style="list-style-type: none"> <li>Accelerate regenerative agriculture in key regions where General Mills sources oats</li> </ul>	<ul style="list-style-type: none"> <li># farmers involved</li> <li># projects involved</li> </ul>	
<b>Cargill</b>	<ul style="list-style-type: none"> <li>Cut beef emissions by 30% in North America climate resilience</li> <li>Protect vibrant farming and ranching communities</li> <li>Restore 600 billion litres of water in priority watersheds</li> </ul>	<ul style="list-style-type: none"> <li>6,000 acres enhanced</li> <li>12,578 MT CO<sub>2</sub></li> <li># of people in watersheds affected</li> </ul>	
<b>A&amp;W Canada</b>	<ul style="list-style-type: none"> <li>Lower GHGs in beef supply chain</li> <li>Support regenerative, grass-fed ranching</li> </ul>	<ul style="list-style-type: none"> <li>6,000 acres enhanced</li> <li>12,578 MT CO<sub>2</sub></li> <li># of people in watersheds affected</li> </ul>	
<b>TC Energy</b>	<ul style="list-style-type: none"> <li>Support biodiversity</li> <li>Lower GHG footprint</li> </ul>	<ul style="list-style-type: none"> <li># participants engaged</li> <li>135 acres restored</li> </ul>	
<b>TD Bank</b>	<ul style="list-style-type: none"> <li>Grow and enhance green spaces</li> <li>Transition to a low-carbon economy</li> </ul>	<ul style="list-style-type: none"> <li>450 acres of restore/enhanced projects</li> <li>#trees planted</li> </ul>	
<b>Molson Coors</b>	<ul style="list-style-type: none"> <li>Restore over 2 billion litres of Canadian freshwater</li> </ul>	<ul style="list-style-type: none"> <li>100 acres restored</li> <li>750,000 cubic metres of water replenished</li> </ul>	

## Measurement of Outcomes



**2,225**

grassland acres which provide habitats that benefit species at risk



**1,450**

water-related projects (wetlands, riparian buffers)



**1,240**

acres of trees and shrubs



**4,850**

acres under modified agricultural practices

## ENGAGING GLOBAL COMPACT NETWORKS

Interest in nature-based solutions, biodiversity goals and ALUS Nature & Climate Solutions continues to grow with particular interest from the food and beverage sector. ALUS is experiencing an accelerated investment in “regenerative agriculture” which demonstrates an increasing awareness that supply chains or supply-sheds involving soil, water and the bioeconomy are critical to achieving SDGs. There is a growing understanding that farmers and ranchers, given the appropriate supports, are willing and able to bridge the transition towards production consistent with new climate realities.

ALUS continues to engage stakeholders in conversation around the Sustainable Development Goals.

**Online:** ALUS Nature & Climate Solutions promoted the use of the SDGs as an effective framework for impact measurement and management through the New Acre Project website, which we are currently merging into our main site.

**Events:** At sustainability events such as the GLOBE Series, SDGs are linked to projects by delegates.

**Projects:** Most recently, ALUS has applied for funding through Employment and Social Development Canada’s Sustainable Development Goals (SDG) Funding Program to support a three-year project to connect Canadian farmers and ranchers with the resources required to establish and manage over 2,500 acres of nature-based solutions that will localize SDGs in at least 6 rural communities across 5 provinces.

Project outcomes are also directly linked to the SDGs when soliciting support and in end of project reporting to funders, closing the SDG loop between ALUS, our farmer and rancher partners, and funders.

### Other Measurements of Outcomes for ALUS

- Creation of 10,006 acres of newly established nature-based projects (wetlands, grasslands, trees & shrubs, pollinator habitat, and enhanced grazing and hay management).
- Re-enrollment of 4,123 acres to enhance the environment (for a total of 46,305 acres currently enrolled).
- Supported 1,655 participants, an increase of 16% over the year prior.
- Supported 38 communities and enrolled 3 new communities.
- Engaged 42 farmers in 68 “regenerative agriculture” projects.
- Enrolled 3,674 acres into “regenerative agriculture.”
- Supported over 300 community leaders, members of community Partnership Advisory Committees (PAC), who govern the ALUS program in their respective communities.





## Sustainable Development Goals

### EMPOWERING FARMERS, CHANGE AND CREATING SHARED VALUE

ALUS periodically partners with researchers to survey the opinions, values and behaviours of ALUS program participants. In 2024, ALUS is seeking funds to survey work in the realm of whole-farm regenerative agriculture attitudes, risks and rewards.

The following statistics are highlights from respondents of a 2020 survey conducted by a research group from the University of Guelph. The responses demonstrate the transition from within - moving away from actions that degrade the planet's life support systems and living resources, while moving toward those that sustain and restore these systems and resources.

- 83% of participating farmers said they observed positive environmental changes on their farm first-hand as a result of the creation of their ALUS project(s).
- 82% said that financial support from the ALUS program enabled them to improve the environmental conditions on their farm.
- 80% said they would recommend ALUS to their neighbours and/or other farmers.

As the world population continues to grow, much more effort and innovation will be urgently needed in order to sustainably increase agricultural production, improve the global supply chains, protect soils and biodiversity while addressing the climate. Many in the international community believe that it is possible to tackle these weighty issues with the leadership and empowerment of farmers and ranchers working together to achieve this goal.

The Sustainable Development Goal to “End hunger, achieve food security and improved nutrition and promote sustainable agriculture” (SDG2) recognizes the inter linkages among supporting sustainable agriculture, empowering farmers, promoting gender equality, tackling climate change, and other issues addressed within the 17 Sustainable Development Goals in the Post-2015 Development Agenda.

ALUS Nature & Climate Solutions are creating a marketplace and accelerating investment equitably to help individuals create and implement the changes that will achieve these conditions.





# WHERE AGRICULTURE & NATURE MEET