



Communications Toolkit

This communications toolkit, developed by the Scale-out Development and Communications Task Force, equips partners, policymakers, and the public with clear, compelling messages to amplify the impact of nature-based climate solutions and Canada's Partnering for Climate initiative.

[DOWNLOAD THE TOOLKIT](#)

Don't miss our upcoming events!

Join us for meaningful workshops and networking sessions.

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Meet Partnering for Climate

Turning nature into climate
resilience – together.

[READ MORE](#)

Meet NAbSA

Bridging gaps and
promoting equitable action.

[JOIN US](#)



Meet NAbSA's Task Forces

Translating evidence into
practical solutions for all.

[LEARN MORE](#)



What is NAbSA?

NAbSA (NAture-based Solutions for climate Adaptation) enhances climate resilience and reduces poverty in Sub-Saharan Africa through gender-responsive NbS.

Part of Global Affairs Canada's Nature-positive and Partnering for Climate (P4C) initiatives.



19
Projects

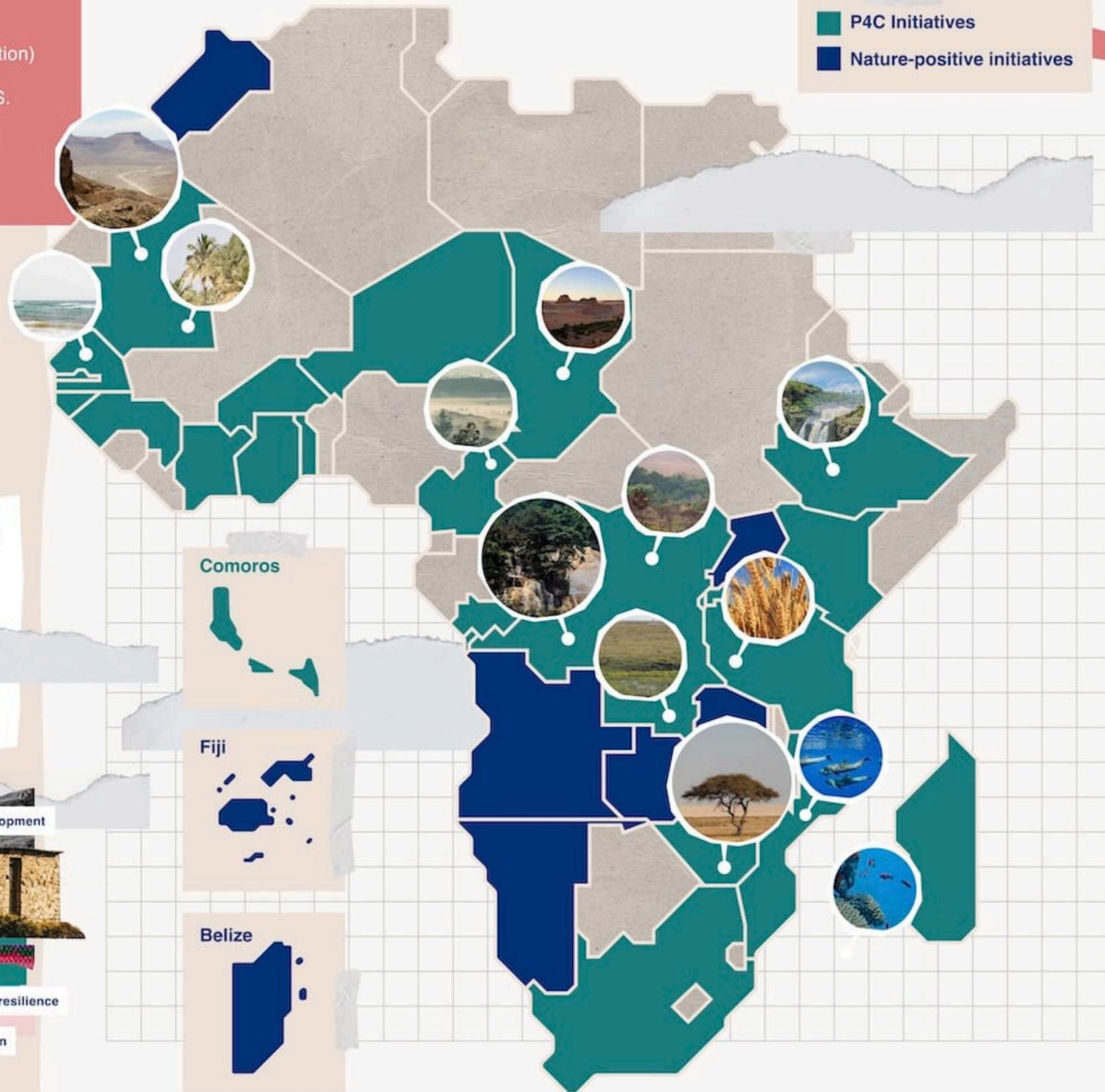
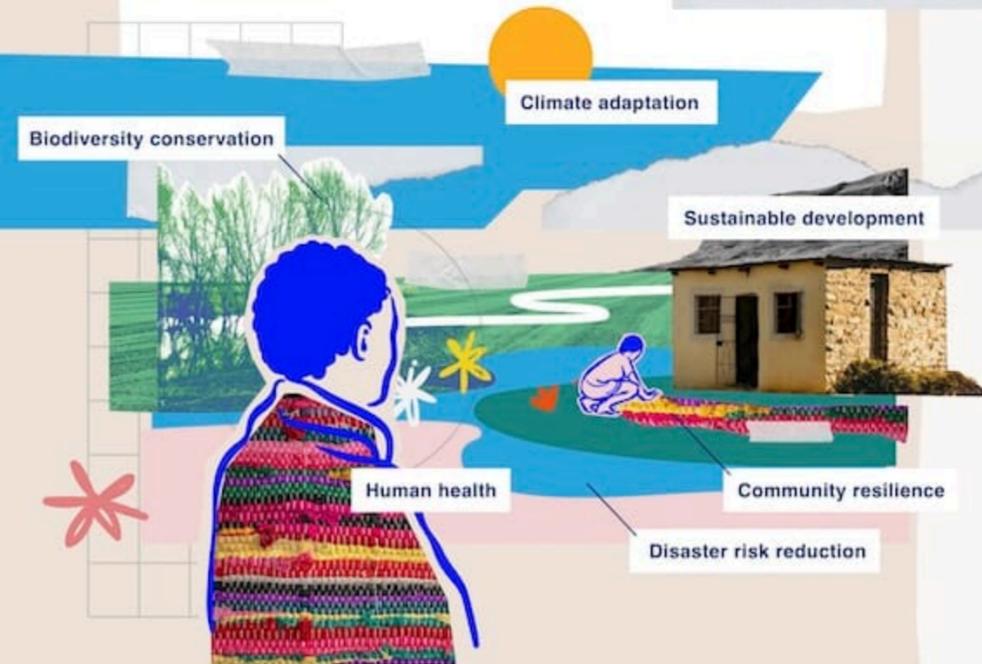
30
Countries

150+
Organizations

12
Ecosystems

What are Nature-based Solutions (NbS)?

NbS tackle societal challenges by protecting, managing, and restoring ecosystems, benefiting both people and nature in an inclusive and gender-responsive way.



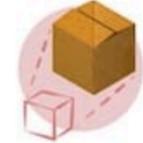
NAbSA's Objectives



Build capacity and enhance knowledge access



Document and share NbS best practices



Scale up gender-responsive, nature-positive actions



Highlight NbS impact and foster collaboration

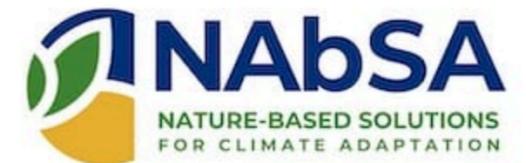


Drive policy change with evidence



Develop integrated NbS frameworks

Join NAbSA in driving gender-responsive climate action for a sustainable future!



Global Affairs Canada / Affaires mondiales Canada

nabsaclimate.org

What is the nature-climate-people nexus?

The nature–climate–people nexus recognises that environmental sustainability, climate action, and human wellbeing are inseparable and must be addressed together to achieve equitable and lasting development.

The nature–climate–people nexus refers to the interconnected relationship between ecosystems, climate change, and human societies, emphasising that environmental sustainability, climate processes, and human wellbeing are mutually dependent and co-shaped. It highlights how nature regulates climate, how climate change affects ecosystems, and how people both rely on and transform natural systems through livelihoods, institutions, and development pathways.

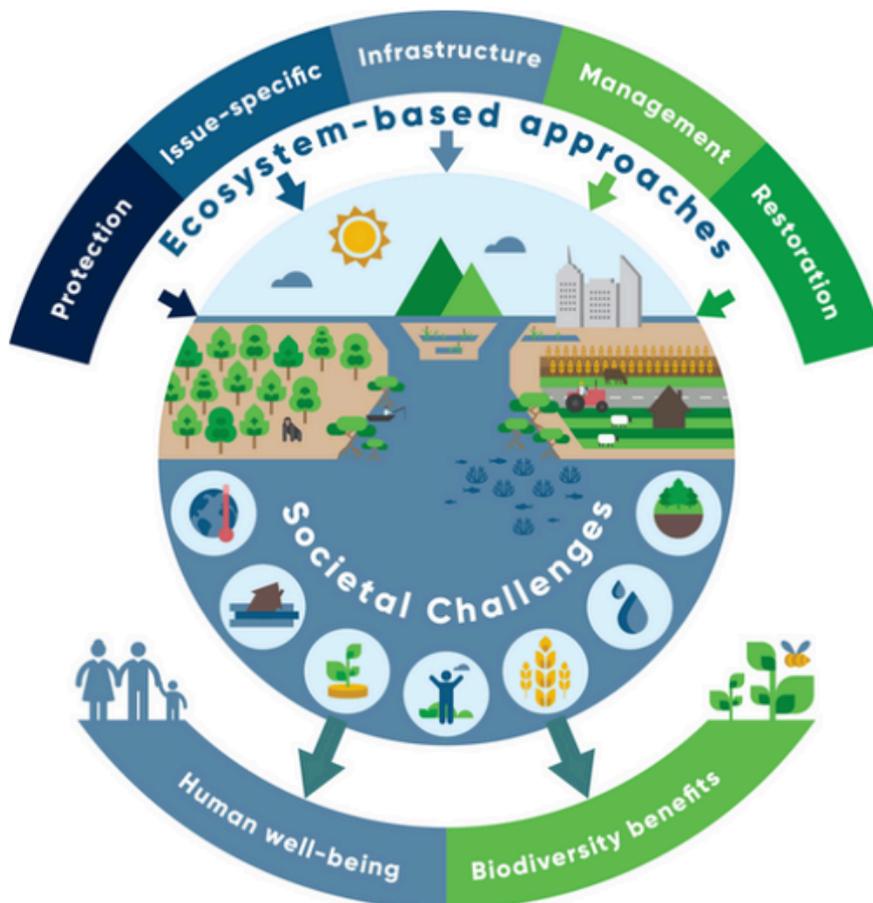
The nexus approach stresses that addressing climate change or conservation in isolation can create social and environmental trade-offs, and therefore calls for integrated, people-centred solutions that deliver co-benefits for biodiversity, climate mitigation and adaptation, and equitable human development.



What are NbS?

Nature-based Solutions (NbS) for adaptation are practical, cost-effective approaches that work with nature – such as restoring forests, wetlands, coastlines, and agricultural landscapes – to help communities prepare for and respond to climate impacts while delivering added benefits for livelihoods, biodiversity, and long-term resilience.

[SEE OUR FAQs](#)



Ready-to-use

Social media cards that explain NAbSA and Partnering for Climate (P4C).



Meet Partnering for Climate

Turning nature into climate
resilience – together.

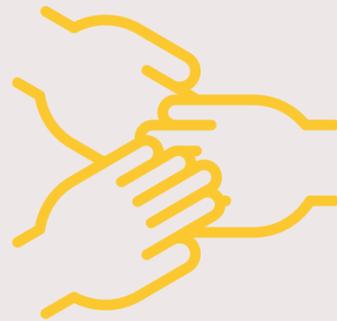
[READ MORE](#)

We are Partnering for Climate



30

countries



20

projects



12

ecosystems



**Partnering for
Climate works
together for a more
resilient, equitable,
and sustainable
future.**

Meet NAbSA

Bridging gaps and
promoting equitable action.

[JOIN US](#)





Canada 

Canadian policy-makers

Appealing to Canadian governments matters because they hold the levers that turn climate ambition into lasting impact. When nature-based solutions align with policy priorities, public investment, and international commitments, they can scale faster, deliver economic and social returns, and advance equity at home and abroad.

Engaging governments ensures initiatives like Partnering for Climate and NAbSA move beyond pilots to systems-level change – positioning Canada as a global leader while delivering real, accountable benefits for people, nature, and long-term prosperity.

“

Partnering for Climate is Canada's commitment to working with communities and countries to turn nature into lasting climate resilience and **shared prosperity.**

Key Messages

Global finance is changing, but the most pressing issue to the sustainability of the world's resource isn't.

Canada is a world leader in advancing gender-responsive nature-based approaches – our momentum shouldn't be forgotten.



Nature-based solutions are cost-effective climate infrastructure.

Investing in nature-based solutions delivers high returns by reducing climate risks (flooding, heat, food insecurity) while providing co-benefits for biodiversity, livelihoods, and public health, often at lower cost and with greater durability than grey infrastructure alone.



Partnering for Climate advances Canada's international climate leadership.

Through Partnering for Climate, Canada demonstrates leadership by supporting adaptation and resilience in vulnerable regions, reinforcing Canada's commitments under the Paris Agreement, the Global Biodiversity Framework, and international climate finance goals.



Nature-based solutions support inclusive economic growth and food security.

By strengthening agriculture, land management, and coastal systems, these approaches protect livelihoods, create green jobs, and support sustainable trade and development outcomes aligned with Canada's economic and development priorities.

 **Gender equality, social inclusion, Indigenous knowledge, and local leadership strengthen climate outcomes.**

Embedding gender-responsive and locally led approaches—central to NAbSA’s work – improves effectiveness, accountability, and long-term sustainability, directly supporting Canada’s Feminist International Assistance Policy. Supporting locally driven and Indigenous-informed nature-based solutions strengthens governance, respects rights, and produces more durable adaptation outcomes – reinforcing Canada’s commitments to reconciliation and inclusive development.

 **Policy alignment increases value for money.**

NAbSA Task forces help translate research and community knowledge into policy-relevant guidance, supporting evidence-based decision-making and ensuring public investments are measurable, accountable, and aligned across departments.

 **Climate resilience abroad supports stability at home.**

Investing in adaptation and resilience through Partnering for Climate reduces future humanitarian costs, supports global stability, and contributes to a more resilient global economy – benefiting Canadians in the long term.



Ready-to-use

Social media cards that explain NAbSA and Partnering for Climate (P4C) for public funders, Canadian agencies, and policy-makers.

Social Media Caption Recommendations

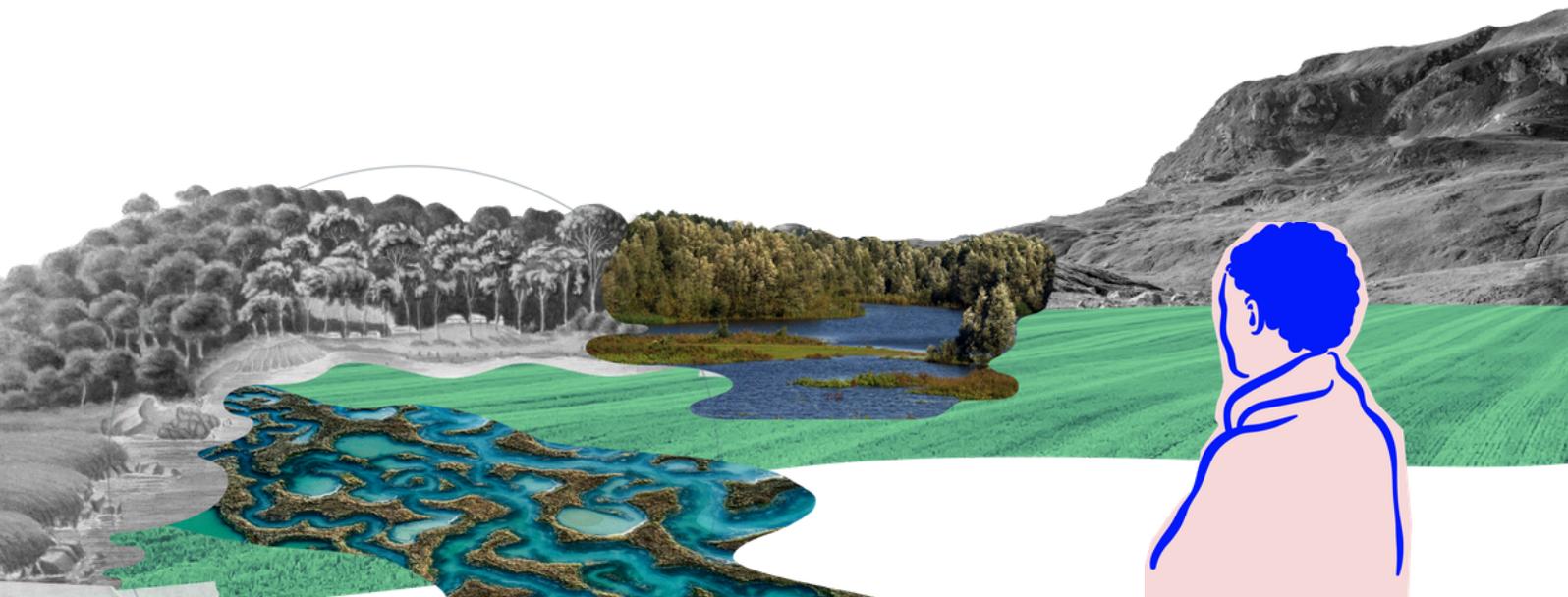
These captions are designed with Canadian government and policy-maker audiences in mind. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work.



Climate resilience starts locally. Partnering for Climate supports community-led projects that deliver nature-based solutions and generate evidence for policy and investment.

Nature-based solutions work—when they're grounded in evidence. NAbSA connects local experience to policy and investment for effective climate adaptation.

From practice to policy: NAbSA Task Forces turn on-the-ground experience into insights for climate adaptation and biodiversity action.



Social Media Caption Recommendations

These captions are designed with Canadian government and policy-maker audiences in mind. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work.



Climate resilience doesn't happen by accident. Partnering for Climate supports locally led projects that deliver nature-based solutions and produce practical evidence to inform policy, finance, and governance.

Nature-based solutions are most effective when informed by real-world experience. NAbSA brings together Canadian-supported evidence to strengthen climate adaptation policy, planning, and investment.

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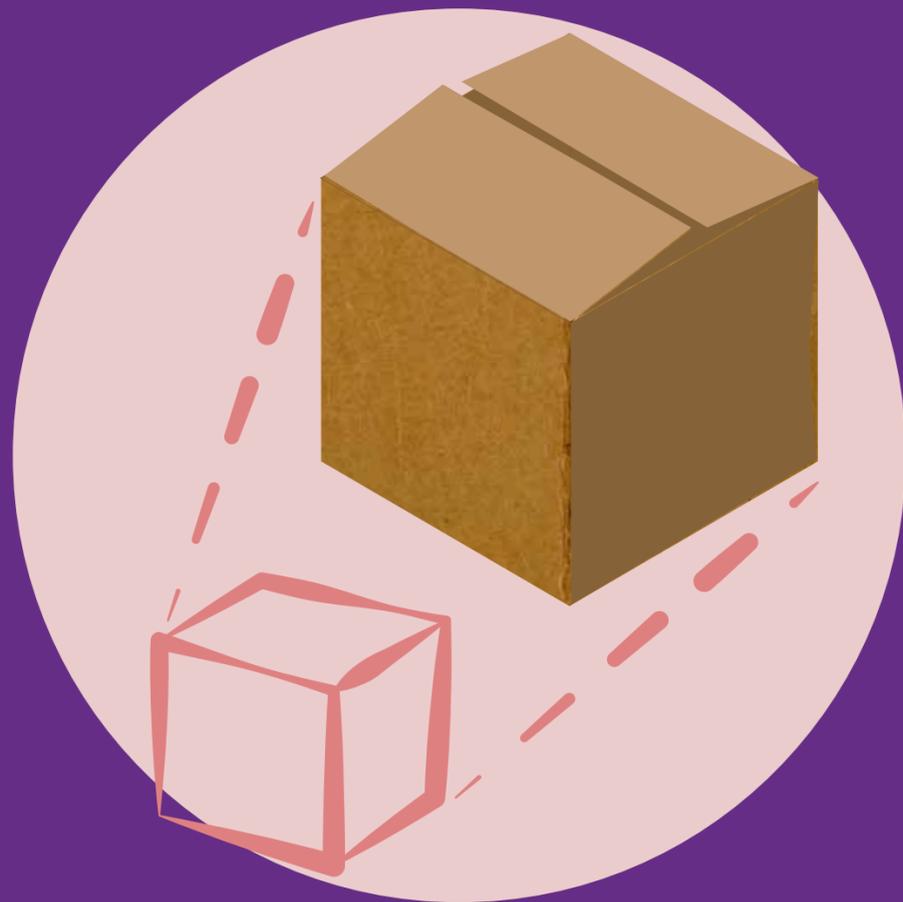




Meet Partnering for Climate

Turning nature into climate
resilience – together.

[READ MORE](#)



Climate resilience
starts locally.

Both at home and abroad.

Partnering for Climate
accepts that challenge.



Nature-based
solutions work
—when they're
grounded in
evidence.



Local action.

Nature-based solutions.

Real & equitable climate resilience.

**That's what Partnering for
Climate supports.**

Canadian general public

Appealing to the Canadian general public is essential because public understanding and support help legitimize climate investments, sustain political will, and ensure long-term commitment to climate action. When people see how nature-based solutions improve everyday life – protecting homes from floods, securing food and water, creating jobs, and supporting fairness – they are more likely to support public spending, policies, and international partnerships like Partnering for Climate. Public engagement turns climate action from an abstract global issue into a shared national priority with tangible benefits for Canadians.

“

Climate action is more than emission cuts – it’s about restoring ecosystems, securing livelihoods, and advancing equity.

Key Messages

Climate solutions are changing, but the need to protect people and nature remains urgent.

Canada's leadership in nature-based solutions depends on continued public support to keep that momentum going.



Nature protects our daily lives.

Healthy forests, wetlands, and coastlines help reduce floods, heatwaves, and storms – keeping communities safer and more resilient.



Climate action can create real jobs and economic benefits.

Nature-based solutions support farmers, fishers, and local economies while building skills for a growing green workforce.



This work delivers better value for public money.

Working with nature often costs less and lasts longer than hard infrastructure alone, while providing multiple benefits at once.



Climate solutions should be fair and inclusive.

Supporting women, Indigenous Peoples, and local communities leads to stronger, more lasting climate solutions that benefit everyone.



What Canada does globally matters at home.

Investing in climate resilience abroad helps reduce future crises, supports global stability, and protects Canada's long-term economic interests.

Social Media Caption Recommendations

These captions are designed with general, Canadian public audiences in mind. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work



Real climate solutions are already happening—led by communities and powered by nature. Partnering for Climate helps make them happen.

Nature can help us adapt to climate change. NAbSA shows how it's already happening.

Local climate action deserves a bigger platform. NAbSA Task Forces help amplify it.



Across farms, forests, and coastlines, communities are using nature to adapt to climate change. Partnering for Climate supports the projects turning local action into lasting impact.

From healthy forests to resilient coastlines, nature-based solutions are helping communities adapt to climate change. NAbSA brings these stories and insights together.

Across landscapes and seascapes, communities are using nature to build climate resilience. NAbSA Task Forces gather their stories and lessons to inspire action at scale.

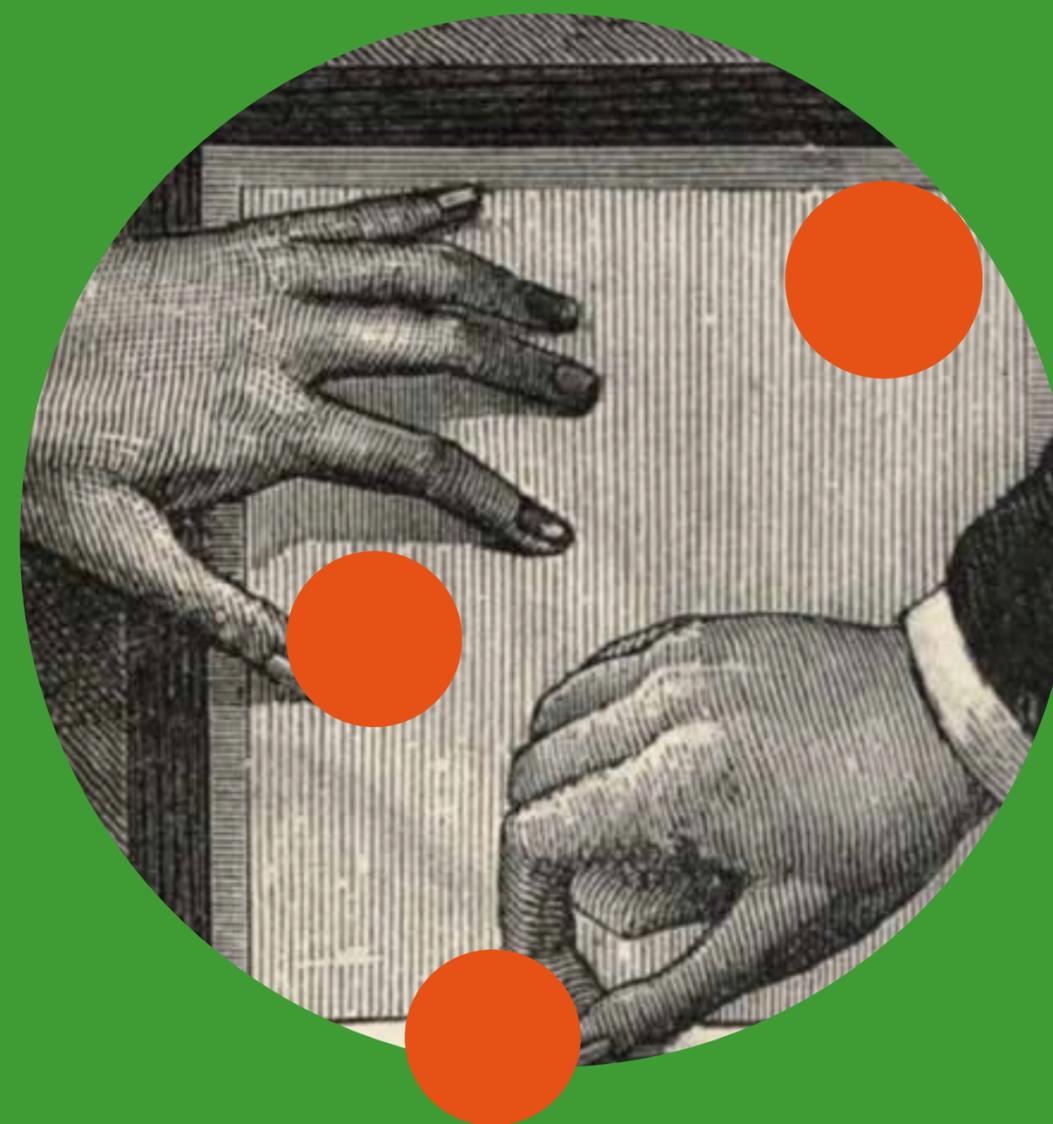


Ready-to-use

Social media cards that explain NAbSA and Partnering for Climate (P4C) for general, Canadian audiences who may not know about Canada's work in this domain.

Real climate solutions are already happening – led by communities and powered by nature.

See how Partnering for Climate helps make them happen.



**Nature can help us
adapt to climate change.**

**NAbSA shows how it's
already happening.**





NAbSA Task Forces

These 5 NAbSA Task Forces matter because they turn climate ambition into action that works for both people and nature. By bringing together policy expertise, science, and local knowledge, they help governments invest wisely, deliver measurable results, and scale proven solutions, while showing the public how climate action can protect communities, support livelihoods, and build a more resilient future for everyone.

[LEARN MORE](#)

Key Message

The NAbSA Task Forces turn science, policy, and local knowledge into practical, scalable climate solutions that benefit people, nature, and economies.

Position

Canada leads globally in advancing inclusive, evidence-based nature-based solutions, using these task forces to ensure climate action is effective, equitable, and impactful.

Key Messages

The **Policy & Governance Task Force** compiled inspirational and impactful stories of women from 10 countries, leading climate resilience efforts within their communities and local governments, underscoring that empowering women is not optional, but essential for effective and inclusive climate action.

Women are restoring ecosystems and strengthening climate resilience every day, from the forest edge to the mangrove shore. It's time national policies finally catch up to the leadership already transforming landscapes on the ground.

 **Women-led nature-based solutions deliver real development, climate, and economic returns – but remain underutilized at the policy level.**



Canada should champion gender-responsive nature-based solutions in its international development, climate finance, and trade engagement.

 **The gap between local success and national policy is a systems failure, not a lack of women's leadership or capacity.**



Canada should support formal pathways that elevate local women's knowledge into national and international decision-making.

 **Inclusive natural resource governance strengthens markets, supply chains, and long-term investment outcomes.**



Canadian public and private investments should require inclusive governance as a condition for sustainability and risk management.

Social Media Caption Recommendations

These captions are designed to describe the products of the Task forces for all audiences. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work.



Now launching: an interactive NAbSA storytelling platform sharing real stories from women leading climate resilience—and what their experience means for policy and governance.

New interactive stories are live: meet the women leading climate resilience in their communities.

Real women. Real climate leadership. A new interactive NAbSA storytelling experience is live.



The Policy & Governance Task Force is launching a new interactive storytelling product featuring real women from 10 countries who are leading climate resilience efforts within their communities and local governments—bringing lived experience directly into policy conversations.

The Policy & Governance Task Force has launched an interactive storytelling experience that brings you inside the real stories of women leading climate action around the world.

New from NAbSA's Policy & Governance Task Force: an interactive, web-based storytelling experience that elevates real women's voices and leadership in climate resilience.



Key Messages

The **Coastal & Marine Ecosystems Task Force** brought together compelling examples from diverse coastal contexts, highlighting how women's leadership in marine and coastal ecosystems strengthens climate resilience, inclusive governance, and sustainable blue economies.

As countries dive into the blue economy, the challenge is not just unlocking ocean wealth — but ensuring women and underrepresented groups lead and benefit. Inclusive blue economy approaches, grounded in women's empowerment, Nature-based Solutions for adaptation, and community-driven governance, are key to a bluer, fairer, and more sustainable future.



Inclusive blue economies are stronger, more resilient, and more investable.



Canada should embed gender-responsive governance into blue economy investments and partnerships.



Excluding women from blue value chains is a structural risk to sustainability and growth.



Canada should support women-led blue value chains as engines of sustainable trade and growth.



Community-driven, gender-responsive approaches unlock economic opportunity while protecting ecosystems.



Canada should promote evidence-based inclusion to reduce investment risk and improve outcomes.

Social Media Caption Recommendations

These captions are designed to describe the products of the Task forces for all audiences. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work.



Just launched: a new Coastal & Marine brief from NAbSA on why women's leadership is critical to inclusive, resilient blue economies.

Oceans, livelihoods, leadership. A new NAbSA brief highlights how women are shaping a more resilient blue future.

New brief: when women lead in the blue economy, climate resilience and livelihoods rise together.



The Coastal & Marine Ecosystems Task Force launches a new brief examining how women's leadership, inclusive governance, and nature-based solutions strengthen blue economy outcomes.

The Coastal & Marine Ecosystems Task Force is launching a new brief filled with stories of women protecting oceans, restoring ecosystems, and leading change in coastal communities.

New from NAbSA's Coastal & Marine Ecosystems Task Force: a brief showing how women's leadership and nature-based solutions are shaping more inclusive and resilient blue economies.



Key Messages

The **Agriculture & Livelihoods** and **Land & Natural Resource Management Task Forces** brought together farmer-led stories from across landscapes, showing how inclusive stewardship and nature-based solutions strengthen food security, livelihoods, and climate resilience.

As climate change and unsustainable farming undermine global food security, agroecology and other nature-based solutions are helping smallholder farmers restore soils, conserve biodiversity, and build resilience. By combining traditional knowledge with innovation and empowering farmers – especially women – these approaches show that climate adaptation and food security can grow together.

 **Agroecology and Nature-based Solutions are essential to climate-resilient food systems and global food security.**

 Canada should scale support for agroecology and NbS within its international agriculture, climate, and development programming.

 **Investing in farmer-led, nature-based agriculture delivers stronger and more durable returns than conventional models.**

 Canada should align trade, finance, and private sector engagement with regenerative agricultural practices.

 **Sustainable agriculture underpins stable markets, trade, and rural livelihoods.**

 Canada should champion inclusive policy and monitoring frameworks that elevate farmer knowledge into national and global decision-making.

Social Media Caption Recommendations

These captions are designed to describe the products of the Task forces for all audiences. They are separated by X and LinkedIn social media platforms, the two most common platforms for NGOs and CSOs to showcase their work.



New brief launched: evidence from farmers shows how agroecology and nature-based solutions strengthen climate-resilient food systems.

New brief: farmers are turning to nature to protect food, land, and livelihoods—and it's working.

Farming with nature is climate action. A new NAbSA brief shows why agroecology matters now.



The Agriculture & Livelihoods and Land & Natural Resource Management Task Forces launch a new brief on how agroecology and NbS can deliver climate adaptation, food security, and land restoration.

A new NAbSA brief shows how farmers are “farming with nature” to restore soils, protect biodiversity, and build climate resilience.

New from NAbSA: a brief highlighting how farmer-led agroecology and nature-based solutions are building climate-resilient food systems from the ground up.



Ready-to-use

Social media cards that explain the goals of the NAbSA Task Forces, in language appropriate for Canadian policy-makers, public funders, and general audiences.



Meet the **women**
leading climate
resilience in their
communities.

**EXPERIENCE THEIR
STORIES**



Real **women.**
Real climate
leadership.

**EXPERIENCE THEIR
STORIES**



Oceans. Livelihoods. Women's leadership.

READ THE LAUNCH



When women **lead**
in the blue economy,
climate resilience
and livelihoods rise
together.

[READ THE LAUNCH](#)



Farming with
nature is
climate action.

READ THE LAUNCH



Farmers are turning
to nature to protect
food, land, and
livelihoods.
It's working.

[READ THE LAUNCH](#)

**Stronger messages,
stronger climate
action.**

Dive into the **toolkit.**

USE THE KIT NOW



When we tell **better climate stories**, we drive **bigger climate impact**.

[EXPLORE THE TOOLKIT](#)





Meet NAbSA's Task Forces

Translating evidence into
practical solutions for all.

[LEARN MORE](#)

Get in touch!

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nabsaclimate.org/



Acknowledgements

This toolkit was co-developed by NAbSA and NAbSA's Scale-out Development and Communications Task Force. The NAbSA Team would like to thank the following for their contributions and expertise:

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Laura Vander Griendt, Mennonite Central Committee Canada

Olivia Nasewicz, World University Service of Canada

Sarème Gebre, Farm Radio International

Please visit nabsaclimate.org for more information regarding NAbSA and this Task force, or contact nabsa@iucn.org with questions.

About NAbSA

"NAture-based Solutions for climate Adaptation: monitoring & impact" (NAbSA) is part of Global Affairs Canada's (GAC) Nature-positive and Partnering for Climate (P4C) initiatives and builds upon the work of 19 projects across Sub-Saharan Africa to develop a gender responsive Nature-based Solutions framework. NAbSA provides technical backstopping and capacity building support to these 19 projects, located in 30 countries, with three key objectives: 1) enhanced design and implementation of nature-based measures through capacity building & equitable access to knowledge; 2) increased evidence of biodiversity-climate nexus and societal benefits by documenting results, lessons learned and best practices; 3) adoption and scaling-up of nature-positive and gender responsive adaptation actions globally.



In partnership with
Canada