

# Taking Stock of Our Natural Capital

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# Natural Capital

The world's stocks of natural assets such as soil, water, forests, and all living things

# Natural Capital an an asset

It creates value for our economy  
Just like labor, machinery, knowledge,  
financial resources, foreign investments, etc.

# Natural Capital

Supports human and financial capitals

# Traditional Economic Indicators

Gross Domestic Product

# Essential elements of the economy

Produced or manufactured capital (roads, machines, etc.)  
Human and social capital  
Natural capital

How much natural capital do we have?  
How much are we using?  
At what rate are we using it?  
How much are we losing due to economic activity?  
What is the extent of environmental degradation? unsustainable  
resource extraction?

Extent and state of media coverage  
of the environment?

**“Without valuing natural capital and including it in our national accounts, we are making decisions without full information -- and we risk making poor decisions. Unvalued natural capital and uncosted environmental degradation can lead us to economic**

**Sustainable Prosperity, a national research and policy network, University of Ottawa**



**“Ultimately decisions have to be made: be proactive in managing natural capital for the future, or do nothing and remain vulnerable to external forces.”**

**Eftec, UK-based environmental economics consultancy**

# Natural Capital Accounting

A tool to account for the value of nature in ways comparable to financial information

What's in it  
for the media?

Improved stewardship of  
our natural assets

... toward a  
sustainable future

Every story counts (or  
doesn't count)

**Our future requires us to  
know more and do better.  
And the news media needs to  
play a more constructive role  
in the process**

**Project for Improved Media Coverage,  
SEE Innovation**

**Reality TV stars Kardashians  
mentioned 2,133 times (Jan.  
2011-June 2012**

**Ocean acidification, 45  
times**

**Media Matters**

**Entertainment stories get over three times more coverage than environmental issues among nationally prominent news organisations**

**Very high crime-to-environment stories despite crime stories being local in nature**

**Local newspapers ranked highest in terms of environmental headlines, at nearly 2.5 times the national average**

**Project for Excellence in Journalism,  
Pew Research Center**



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... and the Role of the  
Press