

# 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

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 activity that will degrade our economy’s natural capital and put at risk its ability to generate goods, services and income into the future.”**

**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

In physical and monetary terms

What's in it  
for the media?

Improved stewardship of  
our natural assets

... toward a  
sustainable future

**Every story counts (or  
doesn't count)**

**Media coverage valuation?**

**“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 (January  
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**

Taking Stock of Our  
Natural Capital

... and the Role of the  
Press