



Mimal and Jawoyn rangers undertaking pre-season fire planning for the West Arnhem Land Fire Abatement (WALFA) Project, Northern Territory

## PILLAR 4: COMMUNICATING BENEFITS AND BUILDING CAPACITY

Building capacity to participate in carbon farming projects among the agricultural sector, financial services, Indigenous and regional communities is critical for the growth of the industry. It is important there is better communication around the opportunities for participating in carbon farming, building greater trust and alignment with traditional agricultural industries and Indigenous communities.

### Where do we want the industry to be?

**Carbon project developers, carbon service providers, agricultural industry groups and NRM bodies to have clear and aligned messaging around the benefits of carbon farming.**

Farmers, landholders and traditional owners are unsure who they should trust to provide advice about projects on their land. Aligning the messaging from different sectors and organisations, translating into easily digestible language, and sharing knowledge in the context of other landholder priorities will help build trust within the sector.

**Farmers understand how carbon farming projects can deliver productivity benefits for agricultural enterprises.**

Industry stakeholders have emphasised the importance of communicating the benefits of carbon farming projects through the lens of farm productivity. Participants believe more R&D is needed from government to develop methods that increase farm productivity and generate carbon credits, and that industry should provide more clarity on the business case for carbon farming.

**New tools and technologies are helping farmers and landholders make informed decisions about whether to undertake a carbon project.**

Industry stakeholders have highlighted the need for governments, research organisations and technology providers to prioritise new tools and technology that will assist in mainstreaming data use, streamlining administrative processes, and reducing costs for project implementation.

**Governments have a strategic and targeted approach for funding programs that build capacity and create opportunities for employment in remote and regional communities.**

There is a role for State and Federal governments to provide discrete, targeted funding for capacity building initiatives that are not viable at project scale, leading to delivery of additional abatement.

**Governments are supporting robust standards for carbon and co-benefits, creating confidence in the sector, driving investment in new projects.**

Industry stakeholders have highlighted the importance for the carbon farming projects to be robust and transparent, with government support for either global, national or industry-led standards to ensure there is legitimacy and confidence in the market.

## How are we going to get there?

### Primary Actions

#### Government

##### Federal

- Develop and undertake targeted national outreach and education program to inform and engage with land based stakeholders.
- Prioritise investment in research, tools and technology that supports project developers to reduce project complexities and transaction costs, mainstreaming the use of agricultural and environmental data and increasing participation among farmers and land holders.
- Governments to work together to identify skills needs and develop training programs to support market participation.

##### State

- Allocate discrete/targeted funding to support project developers build capacity in areas that will provide large abatement benefits; such as supporting baselining costs for soil carbon; or develop programs for coordinated fire response for savanna projects/coordinated ranger units for human-induced regeneration projects.
- Collaborate with the federal government to fund a targeted extension and outreach program, building rural and regional understanding and capacity for local opportunities in each state.
- All levels of government to engage with agricultural industry groups to articulate the value proposition for land sector projects and ensure benefits are understood to drive market activity.
- Implement a whole of government strategy for carbon farming, connecting with key stakeholders across government to help understand the benefits and introduce policies.

#### Finance & Industry

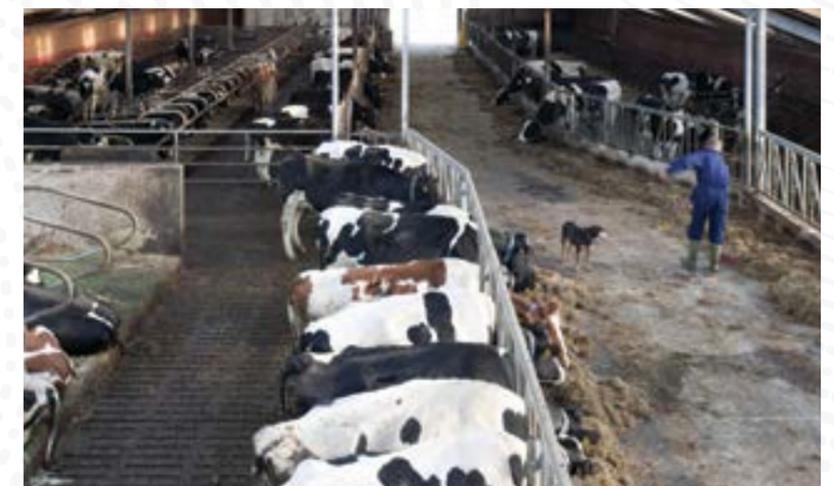
- Build capacity within financial organisations to understand key stakeholders and the investment opportunity to support land sector projects.
- Banks and investors to implement new tools and decision-making frameworks to support informed decisions about the risks and opportunities for investment in carbon farming projects.
- Financial sector and heavy emitting industry to invest in marketing of carbon farming products.
- Heavy emitting organisations to build capacity, expertise and understanding of carbon markets and hedging strategies, accessing credits and trading to offset emissions.

#### Land Sector

- Agricultural industry and NRM groups to develop materials for national outreach and education programs for farmers.
- Agricultural industry and NRM groups to incorporate new tools, technology and accounting methods to better integrate data to support environmental markets.
- Farmers, industry and Indigenous communities to implement peer to peer knowledge sharing and project development programs to communicate and build capacity in rural communities.
- Agricultural industry to invest in marketing of carbon farming products.

#### Carbon Service Providers

- Project developers/aggregators must align messaging to key land sector stakeholders with messaging from government, indigenous organisations, NRM bodies and agricultural industry groups.



Dairy farming in the Hunter Region, New South Wales