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 communities and regions. 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 other global, national or industry-led standards to ensure there is legitimacy and confidence in the market.

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 support project developers to reduce project complexities and transaction costs, mainstreaming the use of agricultural and environmental data and increasing participation among farmers and landholders.

Governments to work together to identify skills needs and develop training programs to support market participation.

How are we going to get there?

**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, NRM bodies and regional communities 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 and landholders 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.

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