



# Communications in the carbon industry

2021 North Australia Savanna Fire Forum

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**Carbon  
Market  
Institute**



# About Carbon Market Institute

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- The independent industry association for business leading the transition to net-zero emissions
- CMI has more than 90 corporate members
- We also work with carbon farming developers such as ALFA and ICIN





# Corporate communications will only grow

- Carbon farming sector to increase
- Corporate climate commitments to increase
- Corporate purchasing of carbon credits will grow
- *CMI now certified Climate Active, we have purchased ACCUs from the Tiwi Islands Savanna Burning project thanks to Aboriginal Carbon Foundation*



The carbon offset projects you'll be supporting as a Sustainable Traveller:

**Fighting Fire with Fire**  
Indigenous Fire Abatement | Australia

Arnhem Land in the Northern Territory is prone to extreme, devastating wildfires that affect the landscape, wildlife and communities. These projects comprise of an entirely Aboriginal-owned, not-for-profit carbon farming business created by Aboriginal Traditional Owners in Arnhem Land to support their engagement with the carbon industry. Arnhem Land Fire Abatement (ALFA) currently supports Traditional Owners to manage five fire projects across an area of over 80,000 km<sup>2</sup>.

Aboriginal Traditional Owners and rangers utilize customary fire knowledge to accomplish highly sophisticated landscape-scale fire management. Controlled burns are conducted early in the dry season to reduce fuel on the ground and establish a mosaic of natural firebreaks, preventing bigger, hotter and uncontrolled wildfires later in the season. Using both aerial burning (secondary pellets dropped from helicopters) and ground burning, rangers burn strategically, adding to natural breaks such as moist ground along creeks, cliff lines and tracks to create unburned 'compartments' surrounded by burned breaks. Rangers manage fire across a range of ecosystems including the escarpments, gorges and sandstone heaths of the Arnhem Plateau.

The projects provide employment and training opportunities for local rangers while supporting Aboriginal people in returning to, remaining on and managing their country. Communities are supported in the preservation and transfer of knowledge, the maintenance of Aboriginal languages and the wellbeing of traditional custodians. Preventing wildfires also reduces the risk of wildlife loss and protects the areas surrounding ancient rock art sites.

Projects you'll support when you Fly Carbon Neutral

**Babinda Reef Project**

Sixty minutes from Cairns, this project is rebuilding wetlands, restoring critical habitat and replanting endangered rainforest, allowing them to naturally filter water before it reaches the Great Barrier Reef.

[Watch the video](#) [-]

**Rarotonga Rainforest Conservation Project**

Located in New Zealand, this project protects 200 hectares of Maori-owned indigenous rainforest that would have been milled for timber. The forest captures more than 2,430 tonnes of carbon dioxide every year.

[Watch the video](#) [-]

**North Kimberley Fire Abatement Project**

Managed by Indigenous Rangers, this project in Western Australia works to prevent uncontrolled wildfires by conducting early season dry burns, improving the health of the country and avoiding the release of emissions.

[Watch the video](#) [-]





# Carbon farming Is a positive story

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- Carbon farming is a positive story, corporates want to share their involvement, it's uplifting
- Audiences love stories about trees, animals, biodiversity, forests, protecting animals, protecting bush, job creation in rural areas...it's a win win
- This is a Greenfleet revegetation project in North Western VIC, it's visually spectacular





# Where will this comms be published? For what comms channel?

Where is this comms to go?

Corporate reporting: Corporate climate change and sustainability reports, guides, pathways, approaches, position statements and action plans

Corporate communications: Websites, newsletters

Social media: Twitter, LinkedIn, Facebook

Media: Radio, TV, online and print

In what form is this communications?

Photography, videography, written stories, audio





# Examples

## A video case study





# What's involved

## A video case study

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- High quality video and photography
- Clear, concise interviews and language
- Facts/stats/success factors

### Process:

- Preproduction: Script development, talent interviews (over the phone), shot list, arranging filming days, travel arrangements, employing creative teams
- On the day: Filming on location, all talent must be present, talent release forms
- Post production: Editing, music selection, managing changes, writing captions
- Distribution strategy: Media and communications plan

### Timeframe:

- This whole process can take approximately two months per video
- 'Talent' is required to input their time in pre production interviews, on the day filming and reviewing the final comms outputs





# Examples

## What's involved – a media story

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**ABC AM radio program on soil carbon**, including interview with Agriprove's Matthew Warnken

What's involved from the carbon farmer side:

A media spokesperson available, often at very short notice.



# How to manage comms

## Important tips

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- Discuss media and communications when establishing a partnership with a corporate
  - Expectations, limitations, budget
  - Be clear on what can be feasibly delivered, and timings:
    - when can filming occur, when is something happening to film
- Can someone in the team take on the responsibility of managing media and communications?
  - It takes time
- Establish a bank of case studies
- Establish a list of potential media spokespeople from your organisation, who are interested in doing media, list what they can speak to
- Take your own professional photographs, build a photo library



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